The American Perfumer and Essential Oil Review

VOL. XXI — *Registered in U. S. Patent Office* — No. 5

CONTENTS *for July*, 1926

Published Monthly by PERFUMER PUBLISHING CO., 14 Cliff St., New York

LOUIS SPENCER LEVY, President and Treasurer.

Telephones: Beekman 0791-2-3 Cable Address: AMPERFUMER, ABC 5th Edition

CHICAGO OFFICE: Joseph Ealer, Postal Telegraph Bldg., Phone Edgewater 3429

BOSTON OFFICE: Wm. G. McCarthy, 309 Washington St., Room 22, Phone Congress 1376

SUBSCRIPTION RATES

The United States and Possessions	Canada, Cuba and Mexico	Foreign (Countries in the Postal Union)	Single Copies
$3.00 a Year	$3.50 a Year	$4.00 a Year	30 cents

The American Perfumer

and Essential Oil Review

Registered in U. S. Patent Office

The Independent International Journal devoted to Perfumery, Toilet Preparations, Soaps, Flavoring Extracts, etc.
No producer, dealer or manufacturer has any financial interest in it, nor any voice in its control or policies.

Established 1906 NEW YORK, JULY, 1926 Vol. XXI, No. 5

OUR STAFF OF CONTRIBUTING EDITORS

As will be observed by an announcement in our TRADE NOTES on page 273 two contributing editors have been added to our staff of experts and specialists in various branches of activity of our allied industries. The new men are already well and favorably known not only to the majority of our readers but to practically everybody in their own spheres of intelligent, practical and useful endeavors to advance science and commerce.

Dr. Marston T. Bogert has won eminent distinction in chemistry and Leroy Fairman has achieved a splendid reputation for his exploitation of advertising and merchandising.

There are now eight Contributing Editors on our staff all of whom are co-operating editorially to serve the interests of our clientele. The list has grown as the years have rolled along and as our efforts have been increasingly bent on carrying out the policy of making THE AMERICAN PERFUMER & ESSENTIAL OIL REVIEW more and more useful to our readers, advertisers and other friends in the allied trades.

GROUP INSURANCE TO SAVE MILLIONS

Fully half a million dollars will be saved to workingmen and their employers in this fiscal year alone through changes in the laws governing group insurance in New York State, according to Superintendent James A. Beha of the State Insurance Department. Commenting on the growth of the movement Mr. Beha said:

"Group insurance has grown with amazing rapidity. The total now in force throughout the country is at least $5,000,000,000. This is more than the total industrial insurance of the country amounted to ten years ago. Compared with the country's total life insurance in force—$72,000,000,000—group insurance is 7 per cent of this total.

"Forty per cent of all group insurance is upon the books of New York companies. During the calendar year of 1925 the New York companies paid out in death and total disability claims more than $1,000,000 a month to the families of deceased workers an to workers themselves who were totally and permanently disabled.

"The average policy approximates about one year's salary or wage and it gives the family the equivalent of a year's income to cover the period of readjustment.

"The salary and wage workers covered by this form of insurance are not otherwise properly reached. Life insurance statistics show that in more than 40 per cent of the group cases there is no other life insurance in force. Undoubtedly, much of this condition is due to the difficulty life insurance men meet in attempting individual canvassing during working hours. On the other hand, group insurance makes it easy for the worker by having life insurance follow and protect the pay check.

"But of the greatest importance is the fact that group insurance is without medical examination. No life is rejected because of physical inferiority; the strong support the weak, giving over the whole a satisfactory insurable average when limited to employes of one concern.

"Prior to getting the group insurance companies to agree upon concerted action competition gave rise to many evils which had to be corrected so that group insurance might be put upon a perfectly sound basis. By amendments enacted by the Legislature the use of estimates with reference to dividends, dividend formulas or rerating formulas was prohibited. In group insurance, as in individual insurance, only actual results may be shown as illustrations of the net cost."

Quite a number of manufacturers and other employers in our clientele, as we have noted from time to time, have adopted group insurance, with satisfactory results. They will be interested in what Mr. Beha says about developments while others may be persuaded to take up this extremely valuable phase of taking care of the interests of their employees.

ONE NATIONAL ASSOCIATION IS MISSING

Many of the industries in all lines of commercial endeavor have held their annual conventions and more are soon to come. A calendar of the meetings of national organizations is of considerable length, including those that have recently held their sessions and of those that will soon assemble in yearly and helpful intimacy, both personal and in considering their business problems.

We have seen lists of more than 100 associations representing important lines in various industrial fields, but the American Soap Manufacturers' Association always is among the missing that have come under our observation. There is no industry which could benefit more by coordinate effort.

We are printing in our SOAP INDUSTRY SECTION this month another of our series of articles which may serve to awaken the manufacturers in the soap industry to the necessity, if not the advisability, of forming a national organization, with permanent headquarters and executive secretaries just as has been done by the American Manufacturers of Toilet Articles, the Flavoring Extract Manufacturers' Association, the National Association of Soda

Water Flavors, these of interest to many of our readers, in addition to scores of other national organizations of only collateral concern, except that they are organized and always ready to work for the benefit of their members.

The Soap Industry seems to be alone in lack of national organization. Some manufacturers are members of what may be called collateral associations, but the real thing is to have what might be called the American Soap Manufacturers' Association, with an executive committee and headquarters, to take prompt action on soap legislative matters and back up the allied industries. The present policy of some factors in the soap manufacturing industry of depending on their membership in other organizations in this respect is relying upon a weak reed, for the soap factor is minimized, if not lost, in the greater requirements of other organizations. On the other point of view, soap matters would be cared for better and impetus would be given to the demands or wishes of allied associations if the American Soap Manufacturers' Association not only made its own position clear, but worked in harmony with its natural allied friends.

The actual necessity for the formation of the American Soap Manufacturers' Association ought to be obvious to everybody in the business. Its usefulness will be pointed later on to those who are indifferent or thoughtless. The movement will be heartily approved by some of the old time members of the trade who have been put to great expense and personal trouble in dealing alone with legislative menaces and other problems, which a well-oiled association with headquarters organization would have simplified.

TRADE ARBITRATION BECOMING POPULAR

Arbitration, as a method of adjusting trade controversies and as an instrument of self-regulation, is found to be a rapidly growing institution in American business by the Domestic Distribution Department of the Chamber of Commerce of the United States, which will tend toward better business, financial and personal relations among those who may be involved in trade controversies.

An analysis of sixteen typical arbitration systems now functioning, made for the National Trades Relation Committee shows that compulsory arbitration is enforced by the American Spice Trade Association, the Grain Dealers' National Association, the National-American Wholesale Lumber Association, the National Council of Lighting Fixtures Manufacturers and the National League of Commission Merchants.

The food group, consisting of American Wholesale Grocers' Association, the National Canners' Association, the National Dried Fruit Association, the National Food Brokers' Association and the National Wholesale Grocers' Association, have adopted uniform arbitration rules and maintain joint arbitration boards in the principal cities of the United States.

The leather group, consisting of the Tanners' Council and the shoe manufacturers, wholesalers' and retailers' associations, also has adopted uniform rules.

Ample evidence is seen by the Chamber to justify the conclusion that business is embarking upon a program of self-regulation. Sensible business men and women generally prefer amicable adjustments of disputes rather than incurring the trouble, loss of time and expense of law suits. A recent delver into statistics has found that probably nine per cent of merchants are favorable to unfair practices. That ratio perhaps might be accepted as indicating the opposition to arbitration. On that basis 91 per cent of commercial executives would prefer a reasonable adjustment of trade controversies. Some persons, however, are eager for litigation and rejoice in lawsuits. The percentage has been growing smaller and will drop from now on.

A VACATION VAGABOND

By JAMES EDWARD HUNGERFORD

(Written for This Journal)

Gosh! but it's great to be free from the grind again;
Far from the hustle an' bustle an' strife!
Leavin' ol' trouble an' turmoil behind again;
Talk about **livin'**—well this is the **life!**
Weavin' my way up a zig-zaggy trail again,
Deep in the wilderness, on Nature's track;
Got a **real** pine-crested mountain to scale again,
Here in God's Country—a pack on my back!

Sweet to my ears is the song o' the birds again,
Flittin' about in the tree-boughs above;
Seems like to **me** they are speakin' sweet words again—
Fillin' my heart with their lyric o' love!
Gee! but I'm sniffin' the perfume o' pine again,
An' the elixir o' balsam boughs, too;
Drinkin' deep drafts o' ol' wilderness wine again,
'Neath Nature's canopy—God's skies o' blue!

Gosh! but my heart is as light as a **boy's** again;
Nothin' to worry me—nothin' to fret!
Here in the wilds, I am tastin' **real** joys again;
Fancy-free, footloose, an' **happy**—you BET!
Hot an' perspirey, an' learnin' to "scale" again;
Appetite **soarin'**—an' **starved** for a "snack."
Weavin' my way up a zig-zaggy trail again—
Thankin' the Lord for the **"eats"** in my pack!

A LIFE MEMBER OF "THE PERFUMER"

In our IN MEMORIAM feature in this issue is the formal notation that G. M. Gaskill passed away in July, 1919. His first intimation of the final summons was received when he was cranking a car, the strain causing incipient appendicitis to become active.

Mr. Gaskill for many years before his tragic death was in the toilet goods industry and only two weeks before his untimely end sent this message to us:

"I am sorry you haven't a life membership. I would join it. Your efforts on behalf of the industry in all directions are praiseworthy."

Mr. Gaskill died within two weeks after he put in his application to become a life member of our clientele. We have received other interesting letters in this respect, and many youngsters not now and perhaps not soon active in the trade will be readers and consequently friends of those factors in the industries that our journal reveals to them.

A. M. T. A. STANDING COMMITTEES FOR 1926-27

Clifford M. Baker, president of the American Manufacturers of Toilet Articles, has announced the following appointments for committeemen for the year 1926-27.

LEGISLATIVE COMMITTEE

A. M. Spiehler, chairman (Adolph Spiehler, Inc., Rochester, N. Y.)
D. H. McConnell (California Perfume Co., New York City).
Northam Warren (Northam Warren Corp., New York City).
Daniel J. Mulster (Mulhens & Kropff, New York City).
J. A. Handy (Larkin Co., Buffalo, N. Y.).
Bert O'Leary (Kiefer-Stewart Co., Indianapolis, Ind.).

SPECIAL TARIFF COMMITTEE

A. M. Spiehler, chairman (Adolph Spiehler, Inc., Rochester, N. Y.).
J. A. Handy (Larkin Co., Buffalo, N. Y.).
Dr. M. H. Ittner (Colgate & Co., Jersey City, N. J.).
Lubin Palmer (Solon Palmer, New York City).
G. A. Pfeiffer (Richard Hudnut, New York City).
C. Blair Leighton (W. J. Bush & Co., New York City).
Chester E. Tompkins (Marinello Co., New York City).
Thomas J. Lewis (Arden Chemical Co., New York City).
Donald Burnham (E. Burnham, Chicago, Ill.).
Edward V. Killeen (George Lueders & Co., New York City).

COMMITTEE ON DOMESTIC PRODUCTION OF FLORAL PRODUCTS

G. A. Pfeiffer, chairman (Richard Hudnut, New York City).
Paul M. Todd (A. M. Todd Co., Kalamazoo, Mich.).
F. E. Watermeyer (Fritzsche Brothers, New York City).
Dr. Martin H. Ittner (Colgate & Co., Jersey City, N. J.).
Geo. G. Fries (Fries & Fries Co., Cincinnati, Ohio).

COMMITTEE ON ORGANIC RESEARCH

G. A. Pfeiffer, chairman (Richard Hudnut, New York City).
Dr. E. G. Thomssen (J. R. Watkins Co., Winona, Minn.).
Dr. Samuel Isermann (Van Dyk & Co., New York City).
J. A. Handy (Larkin Co., Buffalo, N. Y.).
E. B. Hurlburt (J. B. Williams Co., Glastonbury, Conn.).

MEMBERSHIP COMMITTEE

W. H. Rowse, chairman (Morana Incorporated, New York City).
S. H. Corkran (Wm. Buedingen & Son, Rochester, N. Y.).
F. L. Butz (White Metal Mfg. Co., Hoboken, N. J.).
Arthur Fortune (Morana, Inc., New York and Chicago).
Charles A. Rindell (Abonita Co., Inc., Chicago).

COMMITTEE ON TRADE PRACTICES

V. C. Daggett, chairman (Daggett & Ramsdell, New York).
H. Henry Bertram (A. P. Babcock Co., New York).
Abel I. Smith (Association's Counsel, New York).

CONVENTION COMMITTEE

Louis Spencer Levy, chairman (AMERICAN PERFUMER, New York City).
Wm. H. Green, Addison Lithographing Co., Rochester, N. Y.).
Sewell H. Corkran, (A. H. Wirz, Inc., Chester, Pa.).
Donald M. Smith, (E. N. Rowell Co., Batavia, N. Y.).
A. E. Bomeisler, (Imperial Metal Mfg. Co., Long Island City).
F. S. Hyatt, (Brass Goods Mfg. Co., Brooklyn, N. Y.).
L. J. Zollinger, (Roure-Bertrand Fils, Inc., New York City).
E. J. Hagerthey, (T. C. Wheaton Co., Millville, N. J.).
S. H. Clark, (Whittaker, Clark & Daniels, New York City).
P. Schulze-Berge, Jr., (Heine & Co., New York City).
C. A. Swan, (Antoine Chiris Co., New York City).
A. H. Selling, (David Berg. Ind. Alcohol Co., Philadelphia, Pa.).
Herbert Schiel, (Federal Products Co., Cincinnati, Ohio).

FINANCE COMMITTEE

H. Henry Bertram, chairman, (A. P. Babcock Co., New York).
Northam Warren (Northam Warren Corp., New York).
V. C. Daggett (Daggett & Ramsdell, New York).

CANADIAN-AMERICAN EXPOSITION

The first Canadian-American Exposition, the object of which will be to increase and strengthen the commercial relations between the two countries and to interest the American public in what Canada has to offer in the nature of its resources and its natural beauty to tourists, will be held in New York in December.

The exhibits will be composed of American firms having Canadian interests and Canadian firms having American interests, such as railroads, banks, chambers of commerce, manufacturers, &c. The headquarters of the exposition are at 116 West 39th street.

WHEN WAS EVERYBODY SATISFIED?

American business should face the second half of 1926 with genuine confidence, declared Walter P. Chrysler, president of the Chrysler Corporation, recently.

"Times are good. Times will continue to be good. There is no ground for any pessimism," Mr. Chrysler said, adding: **"To be sure everyone is not satisfied with the volume of business or its profitableness. But was there ever a time when everyone was satisfied? Volume of checks drawn in payment for goods and freight carried by the railroads has continued to exceed that of any previous year. Demand for labor is the most active since 1923."**

Eagerly Looked For Every Month

(*La Fleur Laboratories, Toilet Preparations,* 10209 *Quincy Avenue, Cleveland, O.*)

The small increase in rate is satisfactory to us and would be even if increased double the amount.

THE AMERICAN PERFUMER is a remarkable journal and we eagerly look for it every month.

May you continue to prosper and render valuable service to the trade.

TRADE BOARD INSISTS ON TRYING MISBRANDING CASE

Refuses to Dismiss Its Old Castile Complaint Against Kirk & Co.; Issues Order to Compel Seattle Firm to Quit Resale Maintenance

WASHINGTON, July 17.—The Federal Trade Commission has denied the motion by James S. Kirk & Co., Chicago, soap manufacturers, for dismissal of the commission's complaint against this company. The commission directed that the case be tried on July 21. The company was charged by the commission with making various misleading statements and with misbranding of soap. The complaint alleged that the use by the company of the brand "castile" is deceptive because the product is not genuine castile.

Arguments took place before the commission late in June. H. W. Beer, attorney for the soap company, argued for the dismissal of the case on the ground that the findings of the commission in a trade practice conference on the use of "castile" labels constituted a pre-judgment of the case. The commission held in May, following the trade practice conference in March, that the term "castile" should be applied only to pure olive oil soap.

Mr. Beer contended that castile soap does not need to be 100 per cent olive oil but may be largely or even entirely made of cocoanut oil. The Kirk company has been so making it for 40 years, he said, and honestly and truthfully labeling and marking it upon the cake, such as "coco hard water castile," which is considered better than olive oil castile because of the nature of water supplied in many parts of the United States. Asked by Commissioner Nugent, "Why, then, do you use the name castile?" Mr. Beer stated that the public had become used to the word.

George McPherson, who represented the domestic "castile" soap makers at the trade practice submittal, made a statement in which he characterized the castile controversy as not a proceeding in the public interest, but a plot instigated by a group of Boston and New York importers, whose "very profitable sales of foreign castile soap in the United States have greatly decreased on account of the success of American soap makers." He again told the commission that the reputation of castile soap had been built up not by the importers of the foreign soap, but by the expenditure of millions of dollars by the domestic industry who have been making castile soap of cocoanut oil, palm oil and other oils than olive for 50 years, and that it has been meeting with entire satisfaction. The term "castile soap" means a pure, good soap, not an olive oil soap, he declared.

Edward E. Reardon, counsel for the commission, contended that there was no good reason in law or fact for dismissing the complaint.

Order Against Maintaining Resale Prices

The Federal Trade Commission has issued an order requiring the J. W. Kobi Company of Seattle, Wash., to discontinue certain business practices in connection with price fixing found by the commission to be unfair methods of competition.

According to the findings the company manufactures hair dressings under the names "Golden Glint Shampoo" and "Golden Glint Powder," which it sells mainly to jobbers and wholesalers of hair goods and to drug and barber supply houses.

In connection with the distribution and sale of its products, the Commission found, it is respondent's purpose and policy to secure the maintenance of uniform resale prices at which its wholesale or jobber customers and its retail customers, respectively, shall resell its products and in pursuance of this policy it procures the cooperation of its customers and of its agents and employees.

The findings recite in detail the business practices used by the respondent to accomplish its purpose of resale price maintenance among such are the issuing and circulating of price lists indicating the resale prices at which it desires its products to be sold; soliciting and receiving from its customers information and evidence concerning the cutting of its resale prices by other customers refusing to supply its products to dealers failing to maintain its resale prices unless satisfactory assurances of observance of such prices in the near future is given.

The complete order follows:

"J. W. Kobi Company, its officers, directors, agents, employees and successors, do cease and desist from carrying into effect, or attempting to carry into effect, its policy of securing the maintenance of resale prices for its products, by cooperative methods in which the respondent and its distributors, customers and agents, undertake to prevent the sale of its products for less than said resale prices,—

"1. By seeking or securing or entering into contracts, agreements or understandings with customers or prospective customers, that they will maintain the resale prices designated by it.

"2. By soliciting customers to report the names of other customers who fail to observe such resale prices.

"3. By utilizing any other equivalent cooperative means of accomplishing the maintenance of such resale prices."

Commissioner Nugent made the following statement in connection with the foregoing order:

"I dissent from the action of the Commission in striking out a paragraph of the aforesaid order, prepared and submitted to the Commission by the Chief Counsel with the recommendation that it be adopted."

Said paragraph reads as follows:

"By employing sales agents to assist in such plan by reporting dealers who do not observe such resale prices and by procuring information of price-cutting by dealers through competing dealers."

$50,000 Fund for Anti-Price Cutting Plan

Approximately $50,000 is being expended by Lehn & Fink Products Co., New York, manufacturers of toilet preparations, in an effort to secure a workable, comprehensive plan whereby price maintenance can be made effective throughout the country, members of the House Committee on Interstate and Foreign Commerce have been advised by C. H. Waterbury, an official of the company.

The money is to be devoted to a campaign to stimulate thought on the subject among individuals engaged in trade in which will be included a contest to develop the most practical plan for overcoming the price-cutting practice, for which prizes of $10,000 are to be offered.

The merits of the plans submitted in the contest will be weighed and the prize awards made on the decision of a jury composed of Senator Arthur Capper, of Kansas; Dr. Frank T. Stone, Washington, D. C., president of the National Association of Retail Druggists; G. Barret Moxley, Indianapolis, former president of the National Wholesale Druggists' Association; A. W. Shaw, Chicago, publisher of *System* magazine; Nelson B. Gaskill, former chairman of the Federal Trade Commission; Professor Melvin T. Copeland, Harvard University; Herbert J. Tily, president of the National Retail Dry Goods Association, and Mrs. J. Borden Harriman, of the National Consumers' League.

Reads Every Page of "The Perfumer"

(Daniel J. Mulster, Treasurer, Mulhens & Kropf, 25 West 45th Street, New York City.)

The small increase in subscription rate for THE AMERICAN PERFUMER is certainly justified and I want you to know that I look forward each month to receiving my copy and that I go through the book from the front cover to the back cover. When I finish I feel that I know considerably more about our industry than when I started to read.

CONGRESS DODGES TARIFF AND PRICE MAINTENANCE

Much Business of Interest to the Trades Goes to the Winter Session; More Money for Customs Service; Alien Property Legislation Delayed

WASHINGTON, July 17.—Congress in the closing days of its session passed but little important legislation and left many measures for consideration next winter.

Some Democratic members sought to stir up interest in another tax reduction on the basis of the figures for the fiscal year 1926 which showed a surplus of about $380,000,000 with another surplus of $185,000,000 in prospect for the fiscal year 1927. Bills for a 25 per cent refund on income taxes paid this year were introduced by Senator Copeland of New York and Representative Jacobstein of New York, but were promptly sidetracked by Republican leaders. Representative Crisp of Georgia, a Democratic member of the ways and means committee, introduced a bill for a reduction in the tax on corporation earnings from 13½ to 10 per cent. The next tax revision is certain to include a reduction in corporation taxes.

If the Republican leaders have their way, however, there will be no tax reduction next winter but it seems likely that something along this line will be done in the following winter. The Republican leaders and Treasury officials took the position that more complete information must be available as to the effect of the new revenue law over a period of more than a year before any furtheer rduction is made.

Price Maintenance Bill Still in Committee

The Kelly price maintenance bill backed by many organizations failed to get out of the House committee on domestic and foreign commerce which held hearings several weeks ago. Representative Parker of New York, chairman of the committee, announced that he will appoint a subcommittee to consider the bill when Congress reconvenes in December. There is little reason, however, to believe that any legislation will be enacted next winter in view of a decidedly hostile attitude shown by leading members of the House committee.

Representative Kelly of Pennsylvania, who introduced the bill, in a speech in the House in the closing days of the session explained its principal features.

"This bill embodies a fundamental principle of nationwide interest from a business, economic and social standpoint," said Mr. Kelly. "Its purpose is to legalize the contract between an independent grower or producer of a standard, identified, trade-marked product and his distributors as to the resale price. This measure does not apply to bulk or unbranded or unidentified merchandise of any description. It is simply intended to prevent distributors who will not trust their own good-will and reputation to get business from using standard articles of established worth and stable value as bait to deceive the purchasing public.

"The right which is sought to be conferred in this bill—that of the manufacturer of a standard product to set the retail price on his goods—was not questioned until certain decisions of the Supreme Court. In the early history of business in this country the manufacturers universally fixed the retail price of their goods. At first the makers sold the articles directly to the consumers. As transportation facilities improved, traveling agents sold the goods directly to the buyers in wider territory. Then the makers began selling to retail stores, to be resold at stipulated prices, a much more efficient and economical method of distribution. As commerce expanded, the wholesaler entered the field as an agncy of sale betwen the manufacturer and the retailer.

"Through all this period of development, the maker of the goods put his own price upon the article and maintained it to the ultimate consumer. Then the United States Supreme Court handed down a series of decisions which affected that practice of business. However, these court decisions have never denied the right of the manufacturer to determine the retail price of his goods. They have denied the legality of certain methods of enforcing the price.

"Thus we have the situation that it is legal and proper for the maker of goods to maintain a resale price, if he does it through retail agencies established by himself, through the consignment system, or through right of refusal to sell in the absence of contract, expressed or implied. These methods are valuable only to great corporations which can make the capital outlay needed. They are practically valueless to the small establishment which is honestly seeking to build a market upon fair price and fine quality.

"It should be admitted that a system of merchandising which is good and proper for great business corporations is also good and proper for the small. To secure this just right, giving equality to all producers and special privileges to none, there must be legislative action, such as is provided in my measure.

"I not only grant, but I contend, that the whole issue in the price standardization problem in the public interest, and not the interest of any special group whatever, I maintain that it is to the public interest that competing producers of identified merchandise be given power to agree with their distributors as to the resale price of such products.

"I believe that H. R. 11 should be favorably reported by the interstate and foreign commerce committee and enacted by this Congress because it encourages and protects the policy of producing standard, guaranteed goods, which assures uniform quality, saves the time of the buyer and makes possible higher labor and factory conditions; because it means a fair price, fixed under competitive conditions with rival producers; because it recognizes the principle that the maker of the goods is best equipped to name the fair price, which includes the cost of production and distribution and a fair profit for producer and distributor; because it means a lower distributing cost than through costly selling agencies and consignment systems; because it means greater and not less competition, for under it, all producers and distributors will have a fair chance, no more and no less; because it will hinder the process of monopolization of retail merchandising; because it will place business on a more honest plane and will stimulate the national growth of business and enterprise."

No Action on Misbranding Measure

The Merritt bill prohibiting misbranding of merchandise which was on the House calendar during the greater part of the session, after being reported favorably from the committee on interstate and foreign commerce failed to come up for action.

Foreign Trade Zone Bill Stays on Calendar

Senator Jones of Washington had no opportunity to call up in the Senate his foreign trade zone bill. This bill remains on the Senate calendar and he will make a further effort to obtain action next winter. It provides for the creation of foreign trade zones at important ports with a view to promoting the manufacture and re-exportation of imported goods without the necessity of their passing through the customs house.

No Report Yet on Flexible Tariff

The Senate committee which has investigated the operation of the flexible tariff failed to complete its work and has submitted no report as yet. This committee expects to resume hearings about the middle of November and will present recommendations to the Senate some time during the winter.

Some discussion of tariff questions took place in the Senate during the consideration of farm legislation. Senator Robinson of Arkansas, minority leader and chairman of the tariff investigating committee, offered an amendment to the farm bill directing the Tariff Commission to initiate

investigations of duties of a long list of commodities with a view to their reduction. Senator Curtis of Kansas, Republican leader, offered an amendment to the Robinson amendment under which it would be the duty of the Tariff Commission to report to Congress "what rates of duty, in the opinion of its members, should be increased in order to protect American agriculture and industry from foreign competition, and what rates may be reduced without injury to American agriculture and industry."

The Curtis amendment was adopted by a vote of 47 to 31. Senator Robinson, asserting that the effect of the Curtis amendment was to convert his proposal into a protective tariff proposition, promptly withdrew the entire amendment, saying he could no longer support it.

Tariff Board Hears Methanol Case

The Tariff Commission has held several hearings recently. One was in the methanol case in which domestic manufacturers are seeking increases in duty as a means of meeting German competition.

Witnesses at the hearing testified that although improved methods have materially decreased production costs the domestic methanol industry is doomed except that part of it which obtains its raw material from saw mill waste.

William J. Merwin, of Thos. Keery & Co., manufacturers and refiners of crude methanol and makers also of formaldehyde and acetone, New York, testified that his company had had to close its $60,000 acetone plant because of competition of the synthetic product.

Another hearing held by the commission was in the case brought on the petition of the Bakelite Corporation and others for a restriction on the importation of phenolic resin articles on the ground that such articles infringe upon Baekeland patents and that such imports constitute unfair practices in violation of Section 316 of the tariff act.

The patent question injected a new issue in this case. The National Council of Importers and Traders, Inc., filed a brief questioning the jurisdiction of the commission in a case involving patent infringement, asserting that such jurisdiction lies solely with the courts.

Tariff Board Appointments Blocked

Owing to the oppositon of Senator Robinson the Senate failed to act upon the confirmation of two appointments for members of the Tariff Commission. They were E. B. Brossard of Utah, Republican, who has been serving under a recess appointment for the last year, and Sherman J. Lowell of New York, a former official of the National Grange, who was appointed by the President to take the place of A. H. Baldwin of New York. Senator Robinson stated that he desired more time to investigate the records of the two appointees.

When Congress adjourned without action upon the appointments President Coolidge gave Mr. Brossard a new recess appointment and also gave Mr. Lowell a recess appointment. Both members are now serving, Mr. Baldwin dropping off the commission on the appointment of Mr. Lowell. Mr. Baldwin was given a recess appointment a year ago but his nomination was never sent to the Senate by the President. The appointment of Mr. Lowell was designed to give agriculture representation on the commission.

Representative Celler of New York introduced in the House a bill amending the flexible provisions of the tariff law to make it necessary for the Tariff Commission to give importers an opportunity to be heard before recommending to the President the ordering of an embargo. The bill grows out of protests by importers against embargoes imposed under Section 316 of the tariff act in retaliation for alleged unfair practices by foreign governments or foreign producers.

"Under the present statute embargoes have been recommended under Section 316, subdivision (f) upon ex-parte application of a claimant," said Mr. Celler. "No notice has been given to importers and others interested. In one particular case, with one fell swoop, an embargo was issued without any knowledge being brought home to the importers who had no idea an application was pending and were deprived of offering any kind of evidence in opposition. The granting of an embargo upon such ex-parte application must, of necessity, work hardship and result in great injustice. An embargo is the most drastic remedy known in our law. It is in the nature of an injunction not only against individuals but against the whole world.

"In no court of law can an injunction be procured ex-parte unless a heavy bond is put up by the applicant and then the injunction is only temporary and for a few days, after which a hearing is had. Here no bond is put up and the injunction is the most forceful known; it is simply barbarous to effectuate such a remedy without hearing the importers. This procedure makes it possible for the applicant to obtain summary relief upon colorable and inadequate representations. These representations should always be checked up by the other side. I have in mind one case where the application failed to state fully the true state of facts, in a way that might be deemed by some deceptive, yet upon such inadequate application an embargo was issued resulting in almost driving some of the importers to the wall. In that case I am quite convinced the embargoes were issued despite the fact that there was dissension among the ranks of the officials and staff of the Tariff Commission. It is thereforoe essential that Congress put some curb upon the right to issue such a violent and drastic remedy as the embargo.

"The Tariff Commission is now under fire; its actions have been severely criticized. It may redeem itself in the public mind only by acting fairly and judicially and by placing reasonable restrictions upon its actions."

More Money for the Customs Service

Congress in passing the deficiency appropriation bill during the closing days of the session included a supplemental item of $505,055 for the customs seervice of the Treasury Department for the fiscal year 1927 in addition to the sum of $16,993,000 carried in the regular annual supply bill approved some months ago.

The budget bureau recommended an additional appropriation of $755,055, of which $250,000 was for an increase in salaries and the balance to provide funds for the filling of vacancies in the service. The appropriations committee refused to approve the increased salary item.

"The customs business and receipts have been constantly increasing since the enactment of the tariff act," said Representative Madden, chairman of the appropriations committee, in reporting the bill, "and it is now estimated that the revenue receipts for the fiscal year 1926 will approximate $580,000, the largest collections from customs revenues in any year in the history of our government."

The need of the additional appropriations was urged before the committee in executive session by Ernest Camp, director of customs. Mr. Camp presented letters from the Merchants' Association of New York and other organizations protesting against the failure to fill vacancies in the customs serevice, this failure having resulted in a slowing down of the work. Mr. Camp said it had been impossible to fill the vacancies because of a lack of funds.

Big Increase in Customs Work

"The increase in customs work during the past five years has consistently exceeded every prediction," said Mr. Camp. "The opinion was prevalent that the higher tariff rates would decrease imports, and that the increase in imports in the calendar year 1922 was but a flurry to get in before the enactment of the new law. No one had the temerity to contend that imports not only would not decline but would increase to new high levels.

"The total value of imports in 1922 approximated $2,600,000,000, while this year imports will approximate $4,500,000,000. Whether customs work would increase under the new law was seriously questioned at the time of its enactment, and from year to year since then any opinion that the work would continue to increase has been challenged. The government actuary and others have repeatedly expressed the belief that customs has been passing through an abnormal period and that imports are bound to fall off. After five years, however, we find imports at the present time exceeding anything in the past; and during the four months ending with April of this year a far greater volume of

(*Continued on Page* 293)

SENATORS PROBE ALLEGED INDUSTRIAL ALCOHOL LEAKS

Andrews' "Teeth" Bills Postponed Until the Session Next December; New "Dry" Rulings Issued; Gasoline Adopted as Part of Formula No. 5

WASHINGTON, July 17.—Congress adjourned without enacting either the Treasury bill to tighten up enforcement of the Volstead act of the bill backed by the administration creating bureaus of prohibition and customs in the Treasury Department. The measure to place prohibition agents under civil service also fell by the wayside.

The bill relating to prohibition enforcement, which was known as the Graham bill in the House and the Goff bill in the Senate, did not come up for action in either branch of Congress although favorable action was taken by the judiciary committee of both houses. The Green-Smoot bill creating bureaus of prohibition and customs was passed by the House and reported in amended form by the Senate finance committee but did not come to a vote in the Senate. The civil service bill also was passed by the House but failed of action in the Senate.

It had been expected that the bill creating bureaus of prohibition and customs would get through. The reason it did not probably was that the Senate finance committee's amendment providing for the appointment of a commissioner of prohibition by the President instead of by the Secretary of the Treasury made it so objectionable to industrial alcohol using interests as to make it impossible to get it through without a prolonged fight. The Senate leaders had scheduled the bill for action but did not attempt to call it up in the closing days of the session inasmuch as they realized that opponents were ready to fight the measure to the finish.

Senate Sidetracks Civil Service Bill

The leaders in both branches realized it was useless to attempt to do anything with the Goff or Graham bill notwithstanding the fact that Assistant Secretary of the Treasury L. C. Andrews made various appeals for action on the ground that without amendments to the prohibition enforcement law it would be impossible for him to get results.

The prohibition civil service bill was the only one of three that actually came up for consideration in the Senate. Objections by several members, including Senators Bruce of Maryland and Blease of South Carolina, were sufficient to sidetrack the bill. Senators Bruce and Blease served notice that if the bill was taken up they were prepared to talk indefinitely. As a result a motion by Senator Howell of Nebraska to take up the bill met defeat by a vote of 29 to 30.

The various prohibition measures retained their position on the calendars in the two houses and efforts of their sponsors to obtain their passage will be renewed when Congress convenes in December. Industrial alcohol using interests intend to exert every influence to secure the elimination of the finance committee amendmnts from the Treasury reorganization bill and in opposition to the objectionable features of the enforcement bill. The permit provisions of the Graham bill are satisfactory to these interests.

Assistant Secretary of the Treasury Andrews has gone to London to try to negotiate a treaty with Great Britain for co-operation in preventing smuggling. Just before his departure there was a flurry over statements made by him to the effect that he is giving serious consideration to resigning. Mr. Andrews indicated that it is quite probable he will resign in the autumn after completing some or the reorganization work which he now has under way. Mr. Andrews expressed disappointment at the failure of Congress to enact desired legislation although he said he expected the bills to be passed next winter.

Mr. Andrews announced the appointment of Vincent P. Simonton as chief prohibition investigator, succeeding Walton Green who resigned. He also appointed John D. Pennington, former commander in the navy, as prohibition administrator at Philadelphia in place of Edgar R. Ray who had filled the place since the resignation of Frederick C. Baird.

Mr. Ray announced his resignation, declaring that he doubted the sincerity of the government in prohibition enforcement and that great pressure had been brought to bear upon him to grant alcohol permits to big concerns, but that he had refused to do so.

Alleged Illegal Diversion of Alcohol

Assistant Secretary Andrews in testimony before a subcommittee of the House appropriations committee discussed the question of illegal diversion of alcohol.

"Before prohibition was in effect, when the matter of industrial alcohol came under the supervision of the government, back in 1906, in order that the manufacture of this alcohol and its distribution should not be a severe burden on the government, to protect its revenue, because it might be used for beverage purposes, they provided a scheme for denaturing it so it would not be fit for beverage use, and manufacturers and industry in general have used industrial alcohol in increasing quantities," said Mr. Andrews.

"Then after prohibition came along, after the other sources of supply were either exhausted or shut off, to a large extent, the illegitimate traffic turned to industrial alcohol, from which they could manufacture spurious goods and sell them as genuine imported or domestic labeled goods. They disregard its denaturant and they find means of redistilling this alcohol and getting rid of the denaturant, or even, worse, introducing other chemicals which neutralize the chemicals which have already been used, using that alcohol as it is for the manufacture of various whiskies, and put them on the market to such an extent that our analyses of the different captures we make show that less than two per cent of the liquors sold by the bootlegging trade are pure. That has become the big source of supply today."

Use of Alcohol in the Industries

"While we are speaking of this definition of diversion, I think it might be a good idea to have a statement as to the extent of the manufacture of alcohol for commercial purposes," interposed Representative Madden of Illinois.

"I would have to supply the exact figures from my office, but last year it ran 81,000,000 gallons," said Mr. Andrews. "It went from somewhere in the vicinity of 20,000,000 gallons before the war; that is, the annual output of denatured alcohol.

"During the war years, of course, the amount was great. But it dropped down from about 55,000,000 gallons in 1917 to somewhere around 28,000,000 gallons in 1920, 22,000,000 gallons in 1921, and then it went up rapidly to 35,000,000 gallons in 1922, 57,000,000 gallons in 1923, 67,000,000 gallons in 1924, and 81,000,000 gallons in 1925. None of these figures include pure alcohol released tax paid, which was quite large prior to 1922."

"Was that increase due to the increase in the manufactures in which alcohol was used?" asked Mr. Madden.

"To a very large extent," said Mr. Andrews. "First of all, the biggest single item in which it is used today are the anti-freeze mixtures for automobiles. Half of that alcohol, I think, is used for that purpose."

"What is the extent of the diversion?" asked Mr. Madden.

"Of course, we do not know that accurately, but because of the interest in it, Dr. Doran, the head of our chemical laboratories, and all that phase of our work, made a very careful and detailed analysis of it, and, as nearly as we can determine, the amount of diversion during the last year was under 15,000,000 gallons," replied Mr. Andrews.

"Now, to what extent does that embarrass the enforcement of the prohibition act?" went on Mr. Madden.

"The enforcement of the prohibition act has two phases, one to prevent the illegitimate distribution of liquor or alcoholic beverages, that become themselves the principal source of manufacture of these beverages," said Mr. Andrews. "The other phase of our work, which I account equally important, is the protection of the legitimate industry and its encouragement; and those men who fake industries in order that they may cover their illegitimate acts, enter into different trades using alcohol in competition with legitimate business."

"How can you tell when it is a fake concern and when it is a legitimate concern?" asked Mr. Madden.

"We can do it only after it is in operation by a very close scrutiny of its operations," replied Mr. Andrews. "We make a very thorough investigation into everything connected with the personnel that contemplates going into this business."

"You do that before granting the permit," asked Mr. Madden.

"Yes, sir; before granting the permit," said Mr. Andrews, "but, unfortunately, before last fall those permits had been granted by the collectors of internal revenue, who were not particularly interested in prohibition enforcement, so that this business, or the work of granting permits has been transferred from the internal revenue collectors to the prohibition unit. Through our policy of decentralization, this work is in the hands of administrators in the field. I was talking yesterday with my administrator in New York, and he has introduced a plan by which when he receives an application for a permit to use alcohol in manufacture, he sends a questionnaire to the applicant, with direction to him to return it after having been sworn to before a notary public as to the accuracy of the answers to the questions. It appears that more than 50 per cent of the applicants never return that questionnaire, but they stop right there."

"Then you really think that you are making headway?" asked Mr. Madden.

"We are going ahead," said Mr. Andrews.

"I want to ask you a question on that phase of it," broke in Representative Buchanan. "You say they have been diverting 15,000,000 gallons a year. How much bootleg whisky will that make?"

"To start with, it will be half liquor, or 50 per cent alcohol and 50 per cent water," said Mr. Andrews. "Therefore, you would have 30,000,000 gallons of made-up whisky right there, if it is 50 per cent alcohol. Of course, lots of them make it weaker. Sometimes they get three quarts of liquor from one quart of alcohol."

Mr. Andrews explained to the committee his plans for the use of additional funds of $2,286,760, which he sought in the deficiency appropriation bill and which were granted subsequently by Congress. He described his plan for the operation of a squad to stop the illegal diversion of alcohol.

No Chance Now for $1,000 Bribes to Pro. Men

"The formation is this: I have one chief with headquarters at Washington, and the counsel working with him," said Mr. Andrews. "We have already gotten thirty-odd of those men by detail from existing forces. They will be divided into several squads, one squad working in Philadelphia, another in New Jersey, another in New York, and another in New England. The size of the squads and the personnel of the squads are constantly changing, so that the dealer will not be able to do as now, get to know the man who is watching him and pay him $1,000 per month to look the other way.

"The organization which I want to put into effect as soon as possible is this federal alcohol squad, which I have discussed, consisting of 88 men, and a federal beer squadron organized along exactly the same lines.

"The personnel of this squad of 88 men is as follows: One supervisor of alcohol control at $6,000; one field agent at $4,000; one attorney, who is counsel for the whole squad in all its work, $6,000; 75 investigators at an average salary of $2,500 each; ten clerks at an average salary of $1,500 each; making a total of 88 men, with a total salary roll of $218,500. This, with the estimated cost for travel and subsistence, the estimated cost for telephone and telegraph service, furniture and other equipment, will make the total amount asked for this alcohol squad $344,340."

New Treasury Alcohol Rulings

Assistant Secretary Andrews has announced several Treasury decisions issued "as a means toward a better control of the distribution of medicinal spirits in an effort to prevent as far as possible their diversion to the bootleg industry where they are largely used as flavoring for the impure liquors manufactured from alcohol and put out under various labels."

One new regulation modified denatured alcohol formulæ Nos. 2 and 5.

"The action in regard to denatured alcohol Formulæ, Nos. 2 and 5, is a step toward the accomplishment of our purpose to make the recovery of alcohol for beverage purposes from denatured alcohol more and more difficult for the bootlegger," said Mr. Andrews. "The department is engaged in intensive research work, looking for more successful formulæ along these lines."

Formula No. 2 Revoked; No. 5 Revised

The Treasury decision relative to denatured alcohol formulæ amends Regulations 61 as follows:

"Completely denatured alcohol Formula No. 2 is hereby revoked, effective July 1, 1926. All completely denatured alcohol Formula No. 2 in the hands of denaturers on this date shall be further compounded by the addition to each one hundred gallons thereof one-half gallon of approved gasoline of the grade herein specified.

"Effective July 1, 1926, completely denatured alcohol Formula No. 5 will be compounded as follows:

100 parts by volume ethyl alcohol, not less than 160° in proof.
2 parts by volume approved wood alcohol.
0.25 part by volume aproved pyridine bases.
0.50 part by volume approved benzine (kerosene).
0.50 part by volume aproved gasoline.

"All completely denatured alcohol Formula No. 5 in the hands of denaturer July 1, 1926, shall be made to conform to the above specified formula by the admixture of the approved gasoline in the quantity specified.

"The aproved gasoline shall conform to specifications set forth for U. S. Government motor gasoline on page 3 of Bulletin of the Department of the Interior, Bureau of Mines, known as 'U. S. Government Standard Specification No. 2c.' revised March 18, 1924."

Another Check on Bootleg Druggists

The new rule regarding records and reports by retail druggists or pharmacists was as follows:

"Section 1340 of Regulations 60 is hereby amended by adding the following:

"The retail druggist or pharmacist holding a permit shall forward with the transcript of the sales record, Form 1455A, all filled and cancelled prescriptions, form 1403, on which liquor was sold during the previous month. The prescriptions and transcript of record should be forwarded to the Administrator by registered mail, and receipt card, Post Office Form 3811, should be secured and retained by the druggist as a permanent record. The Administrator will cause the cancelled prescriptions to be mutilated by a punch."

The new rule regarding transportation of medicinal spirits was as follows:

"Section 1532 of Regulations 60 is hereby amended by striking out the last sentence thereof and substituting therefor the following:

"All local transportation of medicinal spirits from bonded warehouses and distillers' agents to wholesale and retail druggists and from wholesale druggists to retail druggists must be by a Railway Express Company or by a bonded commercial express company performing general transportation service in connection with rail or boat carriers. Administrators should only approve railroad or boat transportation for long hauls."

THE CONSUMER KNOWS: WHY NOT ASK HER?

Some Reasons Why Consumer Reactions Are Always Valuable and Various Accurate Methods by Which They Can Be Secured

By LEROY FAIRMAN

New York Advertising and Merchandising Expert

The exceedingly able citizen who manufactures the Jordan automobile is quoted as saying that there is nothing mysterious about the success of Henry Ford. Ford, according to Mr. Jordan, "is the first manufacturer who built a car for the other fellow. Other manufacturers built cars that they liked to ride in themselves!"

Never before have I heard so much business wisdom packed into so few words. In every line of business, there are hundreds of manufacturers who go ahead year after year, making goods to suit themselves, without the slightest regard for "the other fellow"—the consumers upon whom their success depends.

Of course, they won't admit it. They will insist that their goods are "just what the public wants." But if you ask them that extremely searching question, "How do you know?", they have no answer.

Finding Out What Really is Wanted

If you will agree that you ought, by all means, to make goods that people really want to buy, it is clearly up to you to find out, beyond all shadow of a doubt, just what it is that will fully meet the needs and tastes of that part of the public to which you wish your goods to appeal.

The only way to find out is to ask. You can't get the answer in any other way; you cannot get it by asking your family, your friends, your salesmen, or the dealers who handle your goods. They can't give you the correct information for the good and sufficient reason that they don't know. Only the consumer, the ultimate, unprejudiced consumer, has the right answer. Follow the consumer into her home, and you'll get some facts that will be mighty valuable to you. That is, if you use them.

It is a mistake to suppose that getting consumer information through questionnaires and personal interviews is a costly or laborious matter. It isn't necessary to get the views and reactions of a large number of consumers.

Some years ago, I had charge of a questionnaire designed to secure a yes or no reply to a question of considerable importance to a manufacturer. Letters were sent out to a number of selected women, designed to elicit the desired information.

Taking a Lesson in Psychology

The first mail after these letters were sent out brought four replies. Three of these said no and one said yes. I said to my secretary: "You are now about to learn something about mass psychology that will amaze you. These four letters show a 75 per cent negative response. No matter how many replies are received, that percentage will not materially vary."

This was true. The percentage never got above 80 or below 70; and when the returns were all in, several hundreds of letters, the negative percentage was 74 and a fraction.

But it should be borne in mind that my forecast would not have been true were it not the case that all the women to whom the letters were sent were of the same social stratum. If some of them had been wealthy and some poor; some cultured and some illiterate; some of the leisure class and some working people, the result could not have been so closely determined by the first few responses.

For this reason, if you send out questionnaires or make personal consumer investigations, be sure that you reach people who are logical consumers of your goods. And don't fool yourself about it. Don't say, as so many manufacturers are fond of doing, "My product appeals to everybody—all types and classes."

That is seldom true in any line of business, and never true in the toilet goods business.

Your products have characteristics and peculiarities, and are so packaged and priced, that they appeal to certain types or classes of people. You know, or should know, just who those people are. Your sales and advertising effort should be concentrated on them, and your investigations and inquiries should be addressed to them.

Some manufacturers seem to feel that it is a reflection upon their goods if they are popular with the girls down by the gas house and over by the "winegar woiks." It is not; the money of the working girl is as good as anybody's. Some manufacturers are very proud of the fact that their products are favored by the wealthy ladies out in the Highhat Park district. Of course, the custom of the upper class is flattering, but alas! this class is both small and fickle.

Helpful Hints on Sizing Up Patrons

One excellent way to find out what class of people look most favorably upon a product is through the drug stores. This is an especially helpful thing to do in the case of a new product. Select a dozen stores in different towns where the goods seem to move faster than elsewhere—for no reason that you are able to determine. Check up on these stores, and find out just who is doing the buying—what class of people they are, where they live, what they do, and what their income is. Sometimes the dealer and his clerks can give this information accurately; but if the town is a large one and the store a busy one, the best way is to put a salesman of your own behind the counter for a couple of days and make sure your information is correct. Even such a simple investigation as this will often elicit facts of the utmost value in determining your permanent merchandising and advertising policy.

In the matter of packages and labels, an investigation to determine the elements of appropriateness and attractiveness is a simple matter, but must be handled carefully. Don't depend on your own opinion or that of your organization. Don't ask the women of your family, or acquaintances and friends. Some of these will pat you on the back because they want to flatter you; others will give you a stiff adverse criticism because they think your self-esteem needs a jolt in the solar plexus.

You have, or should have, sample packages of all competing products. Stand these packages up in a row, but don't include your own among them. Then, as occasion

arises, get a woman of good sense and good taste to look the assortment over and pick out the packages which appeal to her as most attractive and pleasing. Try to make her tell just why she likes certain packages better than others, and make a careful note of everything she says.

Repeat this experiment until you have the opinions of about 20 women. Make the test with one woman at a time, so that none of them will be biased by what the others say. Be careful to make no suggestions and express no personal opinions of your own. Don't say, "Don't you like this?" or "Isn't this one more attractive than that one?" Just tell the women what you want of them, and ask no questions that will give them a hint as to your own preferences.

The next step is to go over your notes carefully and find out just which packages have made the most favorable impression upon the women interviewed. You will find an unmistakably strong leaning toward certain shapes, styles, colors, sizes, etc. Now compare your own packages with the ideal package to which the results of your investigation point. If yours possesses the characteristics which the women obviously prefer, you have a good package. If it doesn't possess those characteristics, you have a bad package.

If you have chosen women from the class to which your goods in quality, purpose and price appeal most strongly, a test of this kind is absolutely infallible. Don't fool yourself about that. These women represent the consumer, and the consumer is always right. Remember the Henry Ford story. He made cars for the other fellow.

What a multitude of utterly vile packages would never have seen the dealer's shelves if this simple test had been made in time!

Research of a similar nature will solve many other problems; such, for example, as the amount of a given product that women prefer a package to contain, and the price they want to pay per package for such an article. The other day I received a letter from a manufacturer who was troubled by the fact that a competitor was taking business away from him; apparently by offering a smaller package at half the price.

This man wanted to know what he should do, and asked me several questions which, as I told him, I could answer only by generalities which might not fit his case at all.

It never occurred to this man that the only person in the world who could answer his questions correctly was Mrs. Consumer—within easy reach, and ready and willing to talk.

When it comes to the characteristics of a product, its nature, type and quality, the consumer is the only judge and should be permitted to pass judgment. Women love to be consulted on such matters, and to feel that their wishes and tastes have been considered. A short time ago a new toilet soap was marketed—or, rather a toilet form of a well-known soap. The keynote of the extensive advertising campaign which heralded the introduction of this product was: "This is the soap you have asked us to make for you." "This is the soap you have been begging us for." Although there seemed to be an unnecessary amount of the commodity known as banana oil introduced into this advertising, it was nevertheless psychologically as sound as a nut. It could not fail to produce fine results. Women could not withstand the plea that this was a soap which their sex had demanded and insisted on, and that a kindly manufacturer had concluded to produce for them.

The usual way of conducting consumer investigations on the acceptability of a product is to submit it to a number of logical consumers, with questions calculated to elicit their exact reactions to it. This is a good method; it is a pity that it is so little utilized.

A few weeks ago I was in position to observe an interesting incident which well illustrates the point I am trying to make. A manufacturer submitted to an advertising agent a product which was supposed to meet a feminine demand of wide extent. This product had been developed after considerable labor; a good deal of money had been expended in perfecting (?) it, and more money in organizing to market it and in preliminary introductory work. And yet, when the product was submitted to a number of women experienced in evaluating such an article, and who could be depended upon to try it faithfully and report truly as to its merits, the result was almost 100 per cent against it—and emphatically against it, too.

Now, what chance has such a product to succeed in a highly competitive market—what chance had it ever to attain a sale which would mean a profit to its owners? Not a chance in the world. And why did this manufacturer fail, in the very beginning, to find out the facts for himself, instead of waiting, until the eleventh hour, for an advertising agent to find out for him? Don't ask me.

Here is another situation which frequently arises. A product refuses to sell, and after fruitless and expensive efforts to jam it into popularity by main strength, the decision that there is something wrong about it is reluctantly made. A grand conference is held. The chairman of the board of directors is there; the president and all the vice-presidents are there; the members of the board of directors, the sales manager and the advertising manager are present.

These worthy gentlemen all talk at once. Each has a different idea. Each has consulted his wife, his mother or his sister—all biased for or against the product—not a single one of them, perhaps, of the class of women for whom the product was intended, or to whom its qualities logically appeal.

The result is confusion worse confounded and all the time Mrs. Consumer, in the next street, the next town or the next State, knows what the answer is, and is ready and willing to give it!

What a sad spectacle!

Familiar objections to making such changes in a commodity as a consumer investigation might indicate are these: "We've been using this package since we began business in 1885; it would be suicide to change it now." "If we changed the quality of our goods, we'd lose the business we've got now, and we wouldn't get any new business to take its place, unless we spent a whale of a lot of money in advertising."

Why? Changes in packages are by no means unheard of; but I have never heard of a product losing sales because of a more attractive and artistic package. Will you hurt a woman's feelings by saying to her, in your advertising, or by implication, "This good old product which has served you so long and so well deserves a new and better dress. We've supplied it. We know you'll like it and appreciate it."

Don't make the serious error of assuming that your success is in any manner tied up with your style of packing, or your label. People do not go into a store; look up and down the shelves until they see the goods, and demand of the dealer, "Give me that." No; they ask for what they want by its brand name. That will sufficiently identify your goods. A change for the better in your style of package wouldn't lose you a dollar's worth of business in a thousand, and would be the means of attracting a whole lot of new business that you are not getting now.

The same is true of quality. Nobody is going to quit you because you improve your quality—because you give it new value and new attractiveness. Why should they?

ON THE MANUFACTURE OF DENTAL CREAMS

Comments Regarding Herman Brody's Article on "Soap in Dentifrices"; Some Valuable Hints on Use of Materials, Especially Essential Oils

By WILLIAM A. POUCHER, Ph. C., London, Eng.
Author of "Perfumes and Cosmetics"

The article by Herman Brody on "Soap in Dentifrices," published in the March issue of THE AMERICAN PERFUMER & ESSENTIAL OIL REVIEW*, is a very interesting and useful contribution which will doubtless have been read by most of the manufacturers of these products. There is however another side to this question, especially when the production of dental creams is under consideration. In the first place it may be said that quite probably over 90 per cent of dental creams contain soap of one sort or another. Of these nearly all average a soap content of between 10 to 15 per cent while there is only one outstanding example containing 30 per cent or thereabouts.

From inquiries made in London it is evident that over 50 per cent of these products sold by the pharmacist represent the very saponaceous cream. The reason given for the larger sale of this product are:—

1. That it is "stronger."
2. That it is more frothy in the mouth.
3. That on account of these qualities it is equally pleasing and sufficiently lubricating to use less.

Assuming then that the average user of the very saponaceous cream employs one-half inch on the tooth brush while the average user of the weaker soapy dentifrice uses 1½ inches (as he must do to obtain sufficient lubrication) the actual weight of soap coming in contact with the teeth is approximately the same. Under these circumstances it would appear that the percentage of soap in a dental cream has not quite the significance adduced by Mr. Brody.

The Percentage of Soap

From the maker's point of view the percentage of soap in a dental cream is of great importance. On the skilful use of this soap depends, very largely, the appearance, consistency and flavor of his product. Many readers will have seen the dental creams showing signs of separation, so much so, that when the cap is removed from the tube the flavors squirt into the eye of the unwary squeezer. Others will have noted the occasional specimens requiring a sledge hammer to force out the cream, so hard has it become.

Now, in both these cases, which are not rare, the trouble has almost invariably arisen from the incorrect combination of the soap with the other ingredients. The soap goes into solution when first added and in the latter case hardens after a few days. In the former there is generally insufficient soap to hold the ingredients together. All kinds of substances have been recommended to prevent this trouble. Of these the mucilages of tragacanth, quince, gelatine, agar agar and starch are of importance, the first named being the best for general use.

For those who prefer to make their cream soft and safe without using a mucilageous substance there is nothing better than powdered orris root. This will hold a lot of water but it darkens the cream to such an extent that it is generally necessary to color it pink, which detracts somewhat from the elegance of the product. For those desiring to work on these lines the following hints may prove helpful. Basing the cream on 12½ per cent of soap, then half the weight of orris and two and a half times the weight of precipitated chalk will make the base. The excipient which in this case should represent one-half of the total weight of the final product, will consist of a 25 per cent solution of glycerine.

Smooth Creamy Dentifrices

The majority of manufacturers prefer a smooth creamy dentifrice which, in consequence, precludes the use of orris. The quality of the soap now becomes of greatest importance. Powdered castile when perfectly pure and fresh is a good soap but since it soon becomes slightly rancid if not properly stored, it is in this condition one of the most objectionable constituents of dental creams. A cocoanut-oil soap in similar circumstances is equally obnoxious. These soaps are therefore not the best for use in dental creams and if a specially made dental soap is not already available in the United States an opportunity presents itself which an enterprising soap manufacturer would do well to exploit.

It should be noted that there are vegetable oils other than cocoanut and olive which, when saponified, have a pleasant flavor well adapted for blending with the recognized essential oil flavors used in dentifrices. There are, however, other methods of preparing soaps as part of the process of dental cream manufacture, and those makers who are "au fait" on this point are able with considerable ease to steer clear of the rocks mentioned above.

In his article Mr. Brody has shown how advisable it is to make use of precipitated chalk in dental creams. While this is an accepted fact with many manufacturers, there are some who employ talc, tin oxide, kaolin, kieselguhr or magnesium carbonate. Some of these substances are useful for cheaper goods but the best combination is undoubtedly about 10 per cent of light magnesium carbonate with finely precipitated chalk.

Essential Oils Valuable

The antiseptic value of essential oils has made them an indispensable constituent of dental preparations, and by their skilful combination many delightful flavors may be produced. The commoner oils in use are peppermint, clove, aniseed, cinnamon, spearmint, lavender, eucalyptus, and geranium. Unless a definite and characteristic mint flavor is required the proportion of this oil in the finished flavor should seldom exceed 30 per cent.

Owing to the high price of American mint oil several redistilled Japanese oils have appeared on the market. These, however, make a poor substitute unless they are used in combination with eucalyptus which covers a good deal of the after harshness of the Japenese flavor. When spearmint is used in a mild flavor it should be remembered that 5

*This journal, March, 1926, page 55 and *Dental Cosmos*, Vol. 67, No. 10, page 948.

per cent can be quite easily tasted. Aniseed also requires moderation and may be rounded off with clove and mint. Menthol and thymol are almost universally used.

The only synthetic of note to attain flavor popularity is methyl salicylate and this also requires moderation in use.

Makers placing a new dentifrice on the market are often anxious to produce something outstanding and inimitable in flavor and for this purpose their attention is drawn to the great possibilities in the following oils:—angelica, amboyna, clove, calamus, camomile, cascarilla, celery, clary sage, coriander, iva, lemon and Limes terpeneless, myrrh, parsley and tarragon.

THE SYNTHESIS OF THYMOL FROM ISOPROPYL ALCOHOL

A paper by MM. L. Bert and P.-Ch. Dorier on the "Synthesis of Thymol from Isopropyl Alcohol," presented to the Académie des Sciences, Paris, by M. Ch. Moureu, has been translated for the London *Perfumery & Essential Oil Record*.

Hitherto only partial syntheses of thymol have been effected, starting: (1) From paracuminic aldehyde (Widmann); (2) from metacresotinic acid (Béhal and Tiffeneau); (3) from dibromomenthone (Beckmann and Eickelberg); (4) from menthol (Brunel); (5) from paracymene (Max Philipps).

M. Bert[1] having been successful in obtaining good yields of paracymene and paracuminic aldehyde from isopropyl alcohol, it has been possible to effect the complete synthesis of thymol, starting with that alcohol, thanks to the results obtained by Widmann and Philipps. The authors have attained the same end by a new method explained below:

Isopropyl alcohol is converted into isopropyl bromide and that into cumene by condensation with benzene in the presence of aluminium chloride. The cumene treated with formol and hydrochloric acid gas in the presence of chloride of zinc, yielded cumyl chloride[2], of which the magnesian derivative gave, by the action of water, paracymene, which was converted by nitric acid into nitro-2-*p*-cymene. The reduction, by means of iron and hydrochloric acid, of this nitrated derivative gave amino-2-*p*-cymene, which the successive action of acetic anhydride and bromine converted into acetyl-amino-2-bromo-5-*p*-cymene[3]. The saponification of this derivative furnished amino-2-bromo-5-*p*-cymene, of which the hydrochloride, diazotized by Hantzsch's method[4] yielded the chloride of bromo-5-*p*-cymene diazone, which heated with absolute alcohol gave rise to bromo-5-*p*-cymene of which the magnesian derivative, treated with oxygen, passed, after the action of water, into the desired thymol. The synthetic thymol thus obtained possesses all the properties of natural thymol.

[1] L. Bert, *Bull. Soc. Chim.*, 4th series, 37, 1925, p. 1252, 1397.
[2] G. Blanc, *Bull. Soc. Chim.*, 4th series, 33, 1923, p. 313.
[3] Wheeler and Smithey, *Am. Chem. Soc.*, 43, 1921, p. 2611, and 47, 1925, p. 178.
[4] Hantzsch and Jochem, *D. ch. G.*, 34, 1901, p. 3337.

PROPYL ALCOHOL FOR COSMETICS

Concerning the serviceability of propyl alcohol for cosmetic and medicinal purposes for external application the viewpoints of both practical and scientific men still stand far apart. According to a judgment expressed by the Prussian deputation for medicinal practice of March 12, 1919, there is no objection to the use of propyl alcohol in cosmetic preparations, such as perfumes, mouth lotions and hair washes, as well as of bay rum, of French brandy and of other pharmaceutical preparations for purposes of rubbing in. On the other hand, from other sources, suspicion is raised especially as regards the use of such preparations as come into contact with the mucous membranes, since propyl alcohol is rather poisonous. The toxic action of the alcohols increases with the rising number of carbon atoms in the molecule, as is well known.

Normal propyl alcohol is said to be more poisonous than secondary or isopropyl alcohol. The deadly doses of isopropyl alcohol in case of internal use according to animal experiments is 3.8q per Kg of body weight. A preliminary judgment may therefore be formed that concerning the harmful actions of preparations containing propyl alcohol for external use nothing is so far known, so that convincing grounds are not available for dissuading against the use of propyl alcohol in cosmetic preparations like hair washes, etc. It is the various uses of propyl alcohol in trade, by reason of its strong and peculiar odor, demanding in connection with it a large proportion of perfume, that is questionable. It is necessary first to make trial experiments in order to ascertain whether propyl alcohol is suitable for the purpose intended.—*Drogisten-Ztg., Leipzig.*

NEW CHAIRMAN FOR BRITISH DRUG CHAIN: SIR JESSE BOOT RETIRES

(Special Correspondence to This Journal)

LONDON, July 5.—At the annual meeting of Boots Pure Drug Co., Ltd., which has just been held at the firm's head offices in Nottingham, it was announced that Sir Jesse Boot had retired from the chairmanship of the business which he founded forty-three years ago. He has also retired from the board of the company, but his interest in the concern remains keen, and he is still by far the largest stockholder.

John C. Boot, J. P., Sir Jesse Boot's son, has been elected to succeed his father as chairman.

The report having been unanimously adopted, the retiring directors were re-elected on the proposition of A. N. Bromley, who recalled his 40 years' business association with Sir Jesse Boot, who, he said, was a past master in selecting properties, his judgment never being at fault. His grasp of figures was simply extraordinary, and his philanthropy no less so.

O. W. Hind declared Sir Jesse Boot to be the greatest citizen Nottingham had ever produced, and its most generous benefactor. By no means the least of his benefactions, said Mr. Hind, had been the creation of the vast business from which he had just retired. Through his wonderful energy, foresight and judgment his name would be forever honored not only by the shareholders of the company, but by all the citizens of Nottingham.

Mr. Parson's, the company's auditor, said that he was the same age as Sir Jesse, and could recall the original shop in Goose-gate, Nottingham, and how hard Sir Jesse worked in those early days.

Besides being an important manufacturer of toilet and pharmaceutical preparations, Boots operate the largest chain of retail drug stores in Great Britain, and is now associated with the American firm of Liggett. During the last three years 113 new stores have been opened, and many of the older ones have been enlarged and brought up to date. One of Sir Jesse's great benefactions was the installation of a reading library for the use of customers. A branch of the library is located in every store, where customers can borrow books.

Boots' trading profit for 1925 comes to £849,645 ($4,248,225), against £858,316 ($4,291,540) for the previous year. The sum set aside for the staff pension fund has been increased to £25,000 ($125,000), making a total of £85,000 ($425,000). Boots' employes now exceed 15,000, so that a very large capital is required before any definite pension scheme can be launched which will be of material help to them. Meantime all deserving cases are being looked after.

During the year it was necessary for the firm to considerably extend the accommodation for research work, and a new suite of laboratories for bacteriological and pharmacological work has been built. These laboratories are to be inspected by the delegates to the convention of the British Medical Association in Nottingham during July.

DR. BOGERT ON RESEARCH INTO ODOROUS ORGANICS

Contributing Editor Lectures in New Chemistry Course at Columbia; Dr. Kleber Supplies Our Readers With Views on Adulterated Bergamot

An interested and appreciative audience of 300 serious minded chemists listened attentively to a lecture, July 6, on Odorous Organic Compounds by Professor Martson T. Bogert, senior professor of Organic Chemistry at Columbia University and contributing editor of this journal.

It was the first of a series of twenty-six lectures by distinguished American and foreign chemists on contemporary developments in chemistry. The lectures are given in Havemeyer Hall, Columbia University.

In introducing Professor Bogert, the chairman referred to him as one of the foremost living chemists in the field of organic chemistry in the world. The lecture was illustrated with graphical formulae which indicated unmistakably that there is an important relationship between molecular structure and odor.

Dr. Bogert said in part: "The perfume of the laboratory will displace that of the flowers just as synthetic dyes and drugs are crowding out the natural products.

"Research to build broader and firmer scientific foundations for a natural perfume industry, and to stimulate the development of that industry, is now going on.

"The scientific study of odorous compounds is now developing as one of the most fascinating tasks in the vast domain of organic chemistry. The scientific investigator has solved most of nature's intimate secrets of aromas, and the composition of most natural perfumes is now known. The organic chemist has been able to reproduce some exactly. Others he can imitate.

"Only recently the organic chemist has taken the deadly gas, phosgene, the chief killing gas of the late war, together with the castor oil so dear to our childhood, waved his magic wand over the mixture and from it there has emerged a beautiful new perfume, methyl heptine carbonate, possessing when dilute the delicious fragrance of fresh violets.

"Day by Day the prejudice against synthetic perfumes in competition with the expensive natural floral blends is being overcome as new compounds of delicious fragrance emerge from the laboratory of the synthetic organic chemist, and the percentage of such products steadily mounts.

"It may sound heretical but the day is fast approaching when the great flower fields of Southern France, will be devoted mainly to supplying visitors to the Riviera with cut flowers, instead of for raw material for the manufacturing of perfumes; for the present method promises to give place to the laboratories and factories of the synthetic organic chemist.

"To anyone familiar with the history of dyes and drugs, and in touch with the trend of recent progress in the perfume field, that conclusion is certain. Therein lies the great promise for the future of the perfume industry in our own land, where labor costs are high in comparison with other countries. The percentage of labor entering into the cost of the synthetic product is generally far less than that involved in growing, cultivating, harvesting and preparing floral products.

"Synthetic products possess great advantages over the natural ones. Purity or adulteration is easily established in the synthetic product, while in the natural commodity this is difficult of proof.

"Contrast the vast army of new and valuable synthetic dye and drugs with the corporal's guard of useful natural products discovered and introduced within the same period.

"The possibilities for new synthetics are limitless. We have scarcely crossed the threshold of this wonderful treasure house of the organic chemist, crowded with splendid opportunities for service, through scientific investigation, to chemistry and medicine, to industry and art, to civilization and progress.

"The inevitable outcome of this inconstancy of natural products, with its attendant difficulties in duplicating exactly the mixtures and blends prepared therefrom, together with the high cost and violent price fluctuations of many of these initial materials, has directed increasing attention to the synthetics and their development since the war has proceeded with steadily gathering momentum."

ADULTERATED BERGAMOT OIL

By DR. CLEMENS KLEBER

Since some time quite a number of samples of Oil Bergamot have been received by our laboratory which, though corresponding in their properties to all the tests stated in the N. F. proved to be heavily adulterated. Evidently the oils in question have been compounded in Sicily under the supervision of a competent chemist, so that they seem to have escaped for some time the attention of analytical laboratories. The first indication that something was wrong with these oils, came through the observation that in the saponification test with alcoholic sodium hydrate, the liquid, after standing for some time at ordinary temperature, congealed to a jelly-like mass. After being titrated to neutral reaction with half-normal hydrochloric acid, a solution of calcium chloride was added, which produced an abundant crystalline precipitate. This, when filtered off and washed, separated upon addition of hypochloric acid and oil congealing at about 18° C. to a cake of higher fatty acids. When about half an ounce of the original oil was boiled for a short time with strong aqueous caustic soda and then distilled, the first few Cc., after dilution with water and separation from a little oil which they contained, showed, after the method of Schotten-Baumann, plainly the presence of alcohol. The fatty acids had, therefore, evidently been present originally as ethyl esters.

As the ester content of these adulterated oils, as well as their physical properties and their evaporation residue, were within normal limits, these properties must have been "corrected" by the addition of terpenes, etc., probably the by-products of the manufacture of terpeneless Bergamot oil. From an approximately quantitative determination of the higher fatty acids it was concluded that the total amount of added adulterants was occasionally as high as 50 per cent.

As in this case, it is quite possible to adulterate essential oils in such a way that they still correspond to all the tests of the U. S. P. or the N. F., and it must be left to the experience of the analyst to detect such adulterations, new ones ever appearing from time to time. In such cases, we are frequently asked to certify to a sample as "corresponding to the U. S. P. tests" without mentioning the special adulterations which we have found. We have to refuse this in every case, on the ground that any adulteration of an oil destroys its conformity with the definition given for it in the U. S. P. or N. F.

Clifton Chemical Laboratory, Clifton, N. J.

Natural Perfumes in Plants

Formation of natural perfumes in plants: Algerian oil of geranium. André Dubosc. *Parfumerie Moderne* 18, 98-9, 196-200 (1925); *Bull. Soc. Ind. Rouen* 53, 306-21 (1925).—Review of the mechanism of the formation of perfumes in plants and of the constitution and properties of citronellol, rhodinol, geraniol and linaloöl.

LAW SUITS, CUSTOMS, PATENTS AND TRADE MARKS

STATUS OF THE WOODBURY LITIGATION

Counsel for the Bonded Products Corp., Brooklyn, N. Y., have made a motion for a rehearing of the case of Andrew Jergens Co. vs. Bonded Products Corp., recently decided by Judge Inch in the United States District Court for the Eastern District of New York.

The motion prayed that the court reconsider that part of its opinion which directed the defendant "cease from this subtle advertising of its soaps by reference to either "John A. Woodbury or the Woodbury Dermatological Institute, both of whom were parties to the 1901 agreement, as well as William A. Woodbury, whose orders, etc., defendant claims it is simply carrying out."

Counsel based the plea on the ground that Judge Morris of Delaware had approved advertising of that nature in the case of Jergens vs. Woodbury.

The court denied the motion because of the fact that the Woodbury "Calamined Soap," "Skin Soap, William A. Woodbury Ideal" and "Woodbury's Skin Soap" were not before Judge Morris, so that the latter could not make any ruling in connection therewith.

In the decree signed July 12, the court awarded the plaintiff costs, damages and profits.

Correction

In our last issue it was erroneously stated that the Bonded Products Corp. manufactured the soap for a corporation known as John H. Woodbury and the John H. Woodbury Laboratories. The soap was made for William A. Woodbury as was readily evident from the facts given in the article.

John H. Woodbury and the John H. Woodbury Laboratories, Inc., advise us that the Bonded Products Co. do not make and never have made any soap for them.

Tariff Decision on Bath Tablets

No. 38—BATH TABLETS.—Protest 100826—G of Bernard, Judae & Co. (New York). Bath tablets, or Sels pour bains, classified under the provisions of paragraph 62, tariff act of 1922, are claimed dutiable at various lower rates.

Opinion by McClelland, J. As there was nothing in the record to justify a finding that the bath tablets in question have medicinal properties the protest was overruled. Abstract 37723 cited. Brown, J., dissented for the reason that the decisions relied upon are based upon the different phraseology of prior acts, and the article in question is not ejusdem generis with toilet articles, but seems to be covered by the minimum rate chemical provision in paragraph 23.

Single Price Lists Going to Canada Duty Free

The attention of exporting concerns is invited to an old Canadian customs regulation, still in effect, which admits free of duty bona fide trade catalogues and price lists, not designed to advertise the sale of goods by persons in Canada, when sent in single copies to Canadian merchants, and not exceeding one copy to any merchant, for his own use but not for distribution. Individual catalogues and price lists recently received by Canadian firms from exporters in the United States have had affixed thereto customs stamps for the prepayment of duty, but such stamps are not required for catalogues and price lists admitted free under the above conditions.

Fifteenth Year a "Perfumer" Subscriber

(*Wm. A. Ward, Pond's Extract Co., Clinton, Conn.*)

I enclose my check for what I believe is my fifteenth consecutive subscription to your ever-better AMERICAN PERFUMER. I do hope that I shall be privileged to peruse your PERFUMER for the next fifteen years, and for fifteen more after that.

DESIGN REGISTRATION BILL GOES OVER

A Congress bill that did not leave committee was the measure providing for copyright registration of designs. Representative Vestal of Indiana reintroduced this bill in revised form on June 28 to meet objections which had developed during the hearings. This bill, which has been pending before Congress for a considerable period, provides that a design may be copyrighted by registration in the Copyright Office of the United States. Such designs shall not have been in public use or on sale with the consent of the author or proprietor for more than six months prior to filing an application for registration.

The term "design" is defined as "any design for a manufactured product, either as a pattern, shape, or form which is original in its application to or embodiment in such manufactured product and produces an artistic effect or secures ornamentation, or surface or other decoration; or any design for dies, molds, or devices for adapting a manufactured product for use in producing an artistic or ornamental effect; but shall not extend to any shape or form which has merely a functional or mechanical purpose."

Working of Patents in Belgium

Under the Belgian patent law, the owner of a patent must work the patented invention or cause it to be worked in Belgium within one year from the commencement of working abroad. Americans under the articles of the International Union have the benefit of a period of three years from the date of application for the Belgian patent in which to commence working.

After the working of a patent has been commenced it must be discontined for more than one year without good cause. Failure to comply with these requirements may result in the annulment of the patent by a royal decree.

There is no way of accomplishing the "nominal" working of the patent in Belgium. Only actual manufacture of the product in Belgium is accepted as proof of working of the patent by the local patent office.

Foreign holders of Belgian patents usually run the risk of having their products copied in Belgium unless the arrange for a disposal of the manufacturing rights in Belgium or undertake manufacture themselves.

U. S. Assents to Chinese Trade Mark Law

The United States Legation at Pekin has informed the Government of China that the American Government assents to the application of the Chinese trade mark law of May 3, 1923, to American citizens, as from September 1 of this year. This assent on the part of the United States is subject to general provisions of treaties, and the rights guaranteed thereunder by the Chinese Government to American trade mark owners are to continue unimpaired.

Full particulars about the law are given in *Commerce Reports* for June 28, 1926.

German Patent Office Statistics

In 1925 patent applications from Germany increased 6,924, or 14.6 per cent, compared with 1924, while those from abroad increased 1,155, or 12.3 per cent, according to the *Blatt Für Patent-, Muster- Und Zeichenwesen*, Berlin, in which appear complete statistics of the German Patent Office for 1925. For the same period the number of published applications decreased by 2,521, or 11.9 per cent.

Applications from the United States numbered 1,901 out of a total of 10,508 from foreign countries. The United States filed a larger proportion of applications than any other foreign country. German applications numbered 54,402.

Notwithstanding the increase in patent applications, the number of patents in force at the end of 1925—64,918—was lower than in 1924—75,466. The report shows that 26,408 patents were either canceled or expired in 1925, as compared with 18,861 in 1924.

ACTIVITIES OF ASSOCIATIONS, SOCIETIES AND CLUBS

INTERNATIONAL CHEMICAL CONGRESS

(Special Correspondence to This Journal)

LONDON, July 5.—The annual meeting of the Society of Chemical Industry which begins in London on Monday, July 19, and continues throughout the week, will take this year the extended form of a congress of chemists, at which not only British but international chemical interests will be strongly represented. The Duke of York, King George's second son, and the Lord Mayor of London will be present at the delivery by Lord Balfour, former prime minister, of the Messel Memorial Lecture on the opening day at the Mansion House, the Lord Mayor's official residence. The program for the week includes an exhibition of chemical plants at the Central Hall, Westminster, where the annual Chemists' Exhibition is held. This year W. J. U. Woolcock, the president, completes two years' service. His successor will be F. H. Carr.

In conjunction with the congress the Institute of Chemistry is to hold an exposition of laboratory apparatus and materials.

Institute of Politics Includes Perfumery

The sixth session of the Institute of Politics will be held at Williamstown, Mass., July 29 to August 26. The aspects of the world's economic progress, including chemistry, will be discussed. Dr. Harrison E. Howe, of Washington, D. C., will lead the discussion on "The Future Role of Chemistry in World Affairs."

On the afternoon of August 23, a lecture will be delivered on "Chemistry of the Natural and Synthetic Perfumes," by Justin Dupont, one of the leading manufacturers of perfumes in France. His lecture will include not only a consideration of the natural perfumes but also the contributions of chemistry in providing synthetic perfumes for certain special uses. The increasing use of perfumes for a variety of purposes makes the topic one of special interest.

Mr. Dupont arrived on the *Paris* July 21 and after a short stay in New York will go to Williamstown, to attend the Institute of Politics.

Pharmaceutical Manufacturers Meet

The American Pharmaceutical Manufacturers' Association, at its annual convention, June 14-17, at the Lake Placid Club, N. Y., in addition to approving re-sale price legislation and transacting much other business, elected the following officers for the ensuing year:

President, Ralph R. Patch, of the E. L. Patch Co., Stoneham, Mass.; first vice-president, J. A. Tailby, Tailby-Nason Co., Boston; second vice-president, F. A. Rostofer, Columbus Pharmacal Co., Columbus, Ohio; secretary, John A. Searle, C. D. Searle & Co., Chicago; treasurer, C. N. Angst, Pitman-Moore Co., Indianapolis; members of the board of directors, J. H. Fay, Maltbie Chemical Co., Newark; G. R. Flint, Flint, Eaton & Co., Decatur, Ill.; F. A. Mallett, Standard Chemical Co., Des Moines.

National Paper Box Manufacturers' Association

At the recent Philadelphia eighth annual convention of the National Paper Box Manufacturers' Association the following officers were elected:

A. G. Burry, Ft. Wayne Paper Box Co., Ft. Wayne, Ind., president; Walter E. Trum, E. J. Trum, Inc., and Gerbereux, Dufft & Kinder, Brooklyn and New York, vice-president; L. E. Waldeck, E. Waldeck & Co., Jersey City; George J. Kroeck, Kroeck Paper Box Co., Chicago; Paul A. Clement, Atlanta Box Factory, Atlanta,; Frank Barnes, W. S. Barnes & Sons, Boston, and Frank Stone, Jesse Jones Paper Box Co., Philadelphia, directors; Frank S. Records, National Association Office, Philadelphia, treasurer.

Charles Matthias, of the firm of the Matthias & Freeman Paper Co., Philadelphia, was the unanimous choice for president of the National Paper Box Supplies Association at its convention.

NATIONAL GROCERS IN JOINT SESSION

The innovation of holding the 1926 conventions of the two great grocers' organizations in the same week in Rochester last month proved so successful that the custom will be continued. The National Wholesale Grocers' Association met in twentieth annual session and the National Retail Grocers' Association assembled in its twenty-ninth yearly reunion. Many matters of trade interest were discussed and acted upon. Problems of mutual concern also were handled to advantage through the joint conventions.

The wholesalers' convention elected the following officers:

President, Roy L. Davidson, of Indianapolis; vice-presidents, Austin L. Baker, of Boston; E. Franklin Brewster, of Rochester; Paul H. Earle, of Birmingham, Ala.; Edward M. Schenecker, of Fort Worth, Tex., and Carl H. Schlapp, of St. Louis; treasurer, Sylvan L. Stix, of New York; executive committee (appointed by the new president), J. W. Simon, Jr., Simon Bros., Saginow; W. M. Campbell, Dahl Campbell Company, Washington Court House, Ohio; Amos Ayres, Jewett Bros & Jewett, Sioux Falls, S. D.; Samuel B. Steele, Steele & Weddeles, Chicago; Carl C. Virgil, Western Grocer Co., Chicago; Milton W. Griggs, Griggs, Cooper & Co., St. Paul, Minn.; F. T. Branham, Rice Lake Grocer Co., Eau Claire, Wis.; Max Christopher, Christopher Mercantile Company, Kansas City; Victor H. Tuttle, R. L. Craig & Co., Los Angeles.

M. L. Toulme, long time secretary, continues in that office, with headquarters at 6 Harrison street, New York City.

Retailers elected officers as follows:

John C. Sheehan, Minneapolis, president; John Coode, Nashville, Tenn., vice-president; Philip A. Depuyt, Rochester, past president; John F. Wiedenmann, Kansas City, treasurer; Eugene S. Borthiaume, Superior, Wis., director; H. C. Balsiger, Kansas City, secretary-manager.

American Society for Testing Materials

The twenty-ninth annual meeting of the American Society for Testing Materials, held at Atlantic City June 21 to 25, was the most important in the series, for it involved the planning of a fund from producing and consuming industries for greater practical endeavor in its field. A large variety of subjects interested the members, one of the symposiums having been on rosin, the soap end of which is mentioned in our SOAP INDUSTRY SECTION.

J. H. Gibboney, of Roanoke, Va., was elected president and G. W. Thompson, of Brooklyn, N. Y., became vice-president. Executive committee: Floyd M. Chapman, New York; W. F. Edwards, New York; W. B. Price, Waterbury, Conn.; H. T. Shelley, Philadelphia.

There was an increase of 248 members in the year, which brought the membership up to a total of 4,000. The receipts during the year amounted to $106,893 and the disbursements totaled $102,134. The balance on hand was $5,041.

New York Merchants' Association

Lucius R. Eastman, president of the Hills Brothers Co., has been re-elected president of the New York Merchants' Association. The other officers chosen for the coming year are: Lincoln Cromwell, of William Iselin & Co., first vice-president; Bertram H. Borden, president of M. C. D. Borden & Sons, second vice-president; Henry Ives Cobb, third vice-president; John H. Love, treasurer; S. C. Mead, secretary. Each was chosen to succeed himself.

Insecticide Manufacturers to Hold an Exposition

Fred A. Hoyt presided and made a noteworthy report as president of the Insecticide and Disinfectant Manufacturers' Association at its Mid-Summer convention in Quebec at the Chateau Frontenac, June 14-16.

Arrangements were started to hold the first composite exhibition and display of household disinfectant and insecticide products under the supervision of the Association in

conjunction with the annual convention next December in New York. The exhibit will embrace two divisions, one for finished goods for the ultimate consumer, and one for basic raw materials and accessories. The exhibition committee, also in charge of the program of the annual meeting, consists of Evans E. A. Stone of the Standard Oil Company of New Jersey, H. W. Hamilton of the White Tar Company, and J. H. Wright of the Zonite Products Corporation.

ASSOCIATIONS IN THE ALLIED INDUSTRIES

AMERICAN MANUFACTRERS OF TOILET ARTICLES.—President, C. M. Baker, New York; Secretary-Treasurer, H. H. Bertram, 309 Broadway, New York.

FLAVORING EXTRACT MANUFACTURERS' ASSOCIATION.—President, D. T. Gunning, Chicago, Ill.; Secretary, R. E. Heekin, Water and Walnut streets, Cincinnati, Ohio.

NATIONAL PAPER BOX MANUFACTRERS' ASSOCIATION.—President, A. G. Burry, Ft. Wayne Paper Co., Ft. Wayne, Ind.; Secretary, Frank S. Records, Philadelphia.

PERFUME IMPORTERS' ASSOCIATION.—President, B. E. Levy, 714 Fifth avenue, New York; Secretary, B. M. Douglas, Jr., 35 West 34th street, New York.

NATIONAL MANUFACTURERS OF SODA WATER FLAVORS.—President, August Peter, Milwaukee, Wis.; Secretary and Attorney, Thos. J. Hickey, 1238 First National Bank Building, Chicago.

BARBERS SUPPLY DEALERS' ASSOCIATION.—President, J. M. Hoffar, Evansville, Ind.; Secretary, Joseph Byrne, 116 West 39th street, New York.

PERFUMERY, SOAP AND EXTRACT ASSOCIATION OF CHICAGO.—President, Donald M. Clark; Secretary, Walter L. Filmer, Chicago.

DRUACHEM CLUB.—President, B. J. Gogarty; Secretary, Alexander Leith, Jr., 15 John street, New York.

SALESMEN'S ASSOCIATION OF AMERICAN CHEMICAL INDUSTRY.—President, B. K. Hotchkiss; Secretary, Wm. Mueller, Room 1115, 17 East 42nd street, New York. New York Chapter: Chairman, John A. Chew; Secretary, David H. Killeffer, 19 East 24th street, New York.

GLASS CONTAINER ASSOCIATION MEETS

The seventh annual convention of the Glass Container Association was held this year in Montreal, where the members were entertained with true Canadian hospitality. Frank Ferguson, secretary of the Illinois Glass Co. and president of the Glass Containers' Association, delivered an interesting and timely address. Reports were given by J. C. Magnese, traffic director; I. R. Stewart, of the publicity committee, Dr. S. H. Ayers, of the research committee and there was an address by Sir Charles Gordon, president of the Dominion Glass Co.

Other speakers were Maurice Holland, resident director, National Research Council, Washington; J. S. Alger, associated statistical division, Fred T. Rummell, and W. H. Boshart, president, Owens Bottle Co., Toledo.

The new officers: President, Frank Ferguson, Illinois Glass Co., Alton, Ill.; vice-president, W. H. McClure, Hazel Atlas Glass Co., Wheeling, W. Va.; vice-president, P. I. Heuisler, Maryland Glass Corporation, Morrell Park Station, Baltimore, Md.; secretary-treasurer, R. E. Walker, Turner Brothers Co., Terre Haute, Ind.

Kashima to Represent A. C. S.

President Norris has appointed Dr. Kozo Kashima, Rikugun Kwagaku Kenkyujo, Ohkubo Hyakunin-machi, near Tokio, Japan, to represent the American Chemical Society at the Third Pan-Pacific Science Congress to be held under the auspices of the National Research Council of Japan in Tokio, October 27 to November 9, 1926.

National Hairdressers' Association

The annual Convention of the National Hairdressers Association will be held in Philadelphia, September 13 to 17, and reports indicate that it will be largely attended and offer more attractions than any previous assemblages.

NEW RADIO TUBE FIRE ALARM DEVICE CAN "SEE" SIGNS OF SMOKE

Demonstration of a fire alarm device that "sees" smoke was a part of the Westinghouse display at the recent National Electric Light Association exhibition of electrical apparatus in Atlantic City.

The sensitive agency that operates the fire alarm is the combination of the photo-electric cell, and, what is practically, a standard radio tube—an achievement of Dr. V. K. Zworykin, physicist on the research staff of the Westinghouse Electric & Manufacturing Co.

The Zworykin tube is the first invention to make possible the practical application of photo-electric effects. The principle had been a scientific curiosity until the Westinghouse scientist put the tiny current to work in the East Pittsburgh laboratories of the company. Dr. Zworykin experimented with the tube for nearly two years before he achieved his goal—the conversion of light rays into mechanical power.

The tube is so responsive to light changes that smoke, as faint as a whiff from a cigarette, is utilized to ring the fire bell. The smoke is conducted between the course of light and the Zworykin tube. The consequent diminution of light lowers the electrical current, and it is this drop in the activity of the electrons which actuates a relay that starts the bell.

Briefly this is what the tube consists of: One end, into which is built the photo-electric cell, is coated with potassium, which throws off showers of electrons when light falls on it. Electrical showers are electrical current. The shower is feeble if the light is feeble, heavy if the light is strong. Hence any variation in the light changes the intensity of the electron shower. The current which the light strikes out of the metal is amplified before it leaves the tube.

The device has a number of practical applications. One is the automatic control of lighthouses in untended stretches of the sea. These beacons, as well as street lights, can be turned on and off by no other agency than light and shadow. It also can be utilized as a fire detector and alarm in the holds of ships, automatic unattended electrical stations, store rooms of buildings and other places. At the least suggestion of smoke an alarm can be sent out by both radio and wire to any desired number of stations.

The possibilities of the tube take in a wide variety of other practical uses, such as the conversion of printed words into musical sounds, so that the blind may read by ear, the steering of torpedoes, ships or automobiles by radio; the transmission of pictures by wire or radio; the reproduction of sounds by phonographs which use films instead of wax records, and the measuring of the lights of stars and planets.

Patient Keeps the Cork Closed As Advised

Doctor: "You are looking better this morning than I expected to find you."

Patient: "I expect that is because I have followed the directions on the bottle of medicine."

Doctor: "What were they?"

Patient: "Keep the bottle tightly corked!"—*Meccanno zio The Torchlight, Bombay, India.*

A Source of Valuable Information

(George B. Lewis, Lomerita Products, Toilet Preparations, Oxford, N. Y.)

I certainly cannot speak too highly of THE AMERICAN PERFUMER & ESSENTIAL OIL REVIEW. The slight increase in cost isn't worth consideration when one figures the amount of valuable information it contains.

Information in Advertisements

Besides carefully scanning the text pages of this journal every month our readers will find much information, usually of considerable value, in the advertising announcements.

OFFICIAL REPORT OF FLAVORING EXTRACT MANUFACTURERS' ASSOCIATION

D. T. Gunning, the new president; Thomas J. Hickey, general counsel; Richard H. Bond, first vice-president and chairman of the legislative committee, as well as the other officers and committeemen, have proceeded with renewed activity following the annual convention of the Flavoring Extract Manufacturers' Association of the United States, which was held last month.

One of the notable performances was the attendance personally of Mr. Hickey and Dr. Frank M. Boyles, of the executive committee, at the alcoholic extracts hearings in South Dakota. It is the unanimous opinion that they performed an important service for the industry.

The Minutes of the Seventeenth Annual Meeting, held at Briarcliff Manor, New York, June 9, 10, 11, have been printed and distributed to the members. The Minutes contain illustrations used in THE AMERICAN PERFUMER, as well as the addresses delivered and other matters of interest to the industry. Those in the trade not now members of the F. E. M. A. should write for a copy.

SODA WATER FLAVORS MANUFACTURERS

August Peter of Milwaukee, president, and Thomas J. Hickey of Chicago, secretary and attorney, together with the legislative and other committees of the National Association of Manufacturers of Soda Water Flavors, have continued their activities during the last month to advance the welfare of the association and its members during the period which has just ended.

Secretary Hickey has issued bulletins to the members regarding timely subjects affecting their interests.

Developments in matters of prohibition of interest to the members will be found in our Washington Correspondence, and of course the report of the Flavoring Extract Manufacturers' Association contains information of interest to the members.

FLAVORING SYRUP MANUFACTURERS MEET

The annual meeting of the National Association of Manufacturers of Fruit and Flavoring Syrups was held June 2 at the Hotel Pennsylvania, New York City. K. H. Kalbfleisch, Joseph Middlebury, Jr., Inc., Boston, former vice-president, was elected president, and L. R. Dunham, of the J. Hungerford Smith Co., Rochester, N. Y., was named vice-president. Thomas J. Hickey, 1238 First National Bank Building, Chicago, was reappointed secretary and counsel.

The members voted to protest against legislation proposed in New York to regulate the labeling of their products.

ALCOHOLIC EXTRACTS IN SOUTH DAKOTA DISCUSSED AT HEARING

On June 28, 1926, there was held at Pierre, S. Dak., in the Governor's reception room of the State Capitol, a public hearing before the Alcohol Preparations Committee, created by a recent act of the Legislature and empowering this committee to prohibit the sale of alcoholic preparations which might be found were being used for beverage purposes.

This committee consists of the Secretary of Agriculture, the secretary of the State Board of Pharmacy, and the State Sheriff. The State Chemist and the Assistant Attorney General sat with the committee at this hearing.

Among the products which the committee was considering prohibiting the sale of were all extracts of orange, all genuine extracts of vanilla containing more than 35 per cent of alcohol by volume, terpeneless extract of lemon, all imitation extracts or fruit flavors containing more than 10 per cent of alcohol by volume, and imitation or artificial brandy.

Thomas J. Hickey, executive secretary and attorney for the Flavoring Extract Manufacturers' Association, and Dr. Frank M. Boyles, a member of the Executive Committee of the same organization, represented the trade and presented the arguments against the contemplated ruling.

That the efforts of the Association representatives were crowned with success is indicated by the ruling issued by the South Dakota authorities about July 12 prohibiting the sale of imitation extract of peach and pear, and imitation brandy, and taking no action against the other flavors.

This result, obtained at very little cost, is just another indication of the inestimable value of the Association's work to the membership. Had the Association not worked so effectively against the proposed action the authorities would undoubtedly have restricted the sale of all the extracts first proposed with probable additions.

It is only through the constant alertness of the Association in preventing the spread of legislation and rulings of this character that the industry will be preserved.

Mr. Hickey, as attorney and secretary for the Flavoring Extract Manufacturers' Association, and the National Manufacturers of Soda Water Flavors, opened the conference with a short statement on the South Dakota statute, and then explained in a very convincing manner the efforts that had been expended by these associations, particularly the Flavoring Extract Manufacturers' Association, in preventing the sale of flavoring extracts for beverage purposes and the lengths to which legitimate manufacturers of flavoring extracts go in order to prevent their products being used illegitimately.

He touched upon the research work that had been done by this association in order to place in the hands of its members accurate information as to the proper amount of alcohol and flavoring constituents in the different varieties of flavoring extracts.

Mr. Hickey stressed the desire of these associations to assist the State authorities in bringing about a curtailment of the illegitimate use of extracts in South Dakota through their vigilance committees.

Mr. Hickey introduced Dr. Boyles, who spoke at length on the various phases of the flavoring extract industry,

which might have any bearing on the matter before the committee. He pointed out the necessity for alcohol in flavoring extracts suitable for all purposes and described the numerous attempts that have been made to make extracts without alcohol and the efforts that have been expended in searching for a suitable substitute for alcohol. The impractical and undesirable features of non-alcohol extracts were pointed out and the deficiencies of the many substitutes for alcohol that have been proposed were explained. The work of the research committee of the Flavoring Extract Association along these lines was touched upon.

By explaining the nature of the constituents of flavoring extracts, the necessity for alcohol was therefore emphasized. These more or less fundamental considerations were gone into to impress upon the committee the necessity for alcohol in extracts suitable for all purposes and to form a basis of reason for a larger percentage of alcohol in the particular flavors under consideration than is contemplated in the proposed ruling. The extracts in the contemplated ruling were then taken up individually.

Vanilla Extract: The curing of vanilla beans and changes that take place in the curing process were briefly described and the necessity for more than 35 per cent of alcohol in genuine vanilla extract was pointed out, with the reasons therefor. This description provoked numerous questions from the committee, all of which were satisfactorily answered, and the suggestion was made that the low limit for alcohol on true vanilla extract should not be less than 45 per cent.

Extract of Orange: The extensive use of standard orange extracts by the housewife and the necessity for the large percentage of alcohol ordinarily used in this extract was explained. The growing use of orange as a culinary flavor was pointed out.

Terpeneless Extract of Orange and Terpeneless Extract of Lemon: By pointing out the peculiarities of these extracts and the use to which they are particularly adapted the necessity for them for products in certain lines of industry were shown. Commercial packages of terpeneless orange and lemon were exhibited and their necessity in soft drinks by a simple experiment. The desirability of allowing manufacturers considerable leeway in the percentage of alcohol in terpeneless extracts was emphasized. The many questions asked by the committee with reference to terpeneless extracts were clearly answered.

Imitation Extracts: The method of manufacturing modern imitation extracts and the kind and nature of ingredients used was explained at considerable length. It was thus shown that imitation flavors could not be made with as little as 10 per cent of alcohol. The suggestion was left with the committee that it was impractical to set down a hard and fast rule as to the least amount of alcohol that could be used in imitation flavors, and the logical way to proceed would be to treat each flavor separately. This subject also prompted many questions from the committee.

Imitation Brandy: The committee felt very strongly that this flavor was being abused and that there was little, if any, necessity for it. It was pointed out that the brandy flavor was desirable for certain culinary use, but we do not believe that our arguments were strong enough to make much of an impression, and we would not be surprised to see this ruled against.

Under each presentation frequent reference was made to the literature on the subject and passages were read from a number of works which we had on hand.

The work of the research committee of the association with reference to the least amount of alcohol required in flavoring extracts was cited and the addresses of Dr. Doran and other prohibition officials were quoted. It was emphasized that by reducing the alcohol contained in flavors of any kind, they are rendered more suitable for beverage purposes because the proportion of flavoring constituents is thereby reduced to such an extent that such extracts can be consumed with less discomfort and have a less offensive taste than extracts made with a large proportion of alcohol saturated with flavoring material; in other words, reducing the alcoholic contents would produce a result opposite to that sought.

From the remarks and questions of the committee it was evident that some orange extract is being used for beverage purposes in South Dakota, and that imitation peach, pear, apricot and brandy flavors are being more extensively abused and there seems to be some basis for the conclusion that imitation vanilla extract, containing from 20 to 30 per cent of alcohol is also being abused.

One step that seems to be contemplated by the committee is the restriction of terpeneless extracts to packages of two ounces or more. Mr. Hickey, Mr. George and Mr. Boyles assured the committee that if flavoring extracts were being abused in South Dakota, the industry would gladly do the police work necessary to put a stop to it, and that, if we were favored with the names of the offenders, we would do everything in our power to correct the condition.

The committee has not had a chemical examination made of the various flavors about which they complained, and the suggestion was made that this be done when it probably would develop that most of them are not being made in accordance with the approved standards. We volunteered to assist the committee in this work. What the final action of the committee will be is, of course, unknown, but, it is certain that had we not appeared at the hearing, the program as outlined with probable additions would have been adapted.

J. M. George, representing the manufacturers who sell directly to the consumer through agents who travel about the country in wagons, made a statement in their behalf and assured the committee that they endeavored to keep a very close check on their agents, and if it was found that any of their men were selling extracts for illegitimate use they could quickly and effectively stop the practice; and they are willing and anxious to conduct any investigation or do any police work looking to this end.

GUADELOUPE VANILLA BEANS OUTLOOK

According to a report to the Department of Commerce, dated May 29, 1926, from American Vice Consul Raymond Phelan, Guadeloupe, French West Indies, the 1926 vanilla bean crop is expected by local dealers to be around 42,000 pounds of cured vanilla. Of this amount 10,100 pounds were shipped during the first quarter of 1926. There remain, therefore, about 32,000 pounds to be exported to which should be added 4,200 pounds left in stocks from the last crop. So that according to predictions over 36,000 pounds of vanilla beans are still to be sold.

The crop as a whole has not been bad, but it is probable that the production will decrease if the American market continues unfavorable.

In 1924 the vanilla business was on the boom. While in the three preceding years the rough average price obtained had been $1.25 in 1921, $1.84 in 1922, and $2.35 in 1923, it suddenly jumped to $6.14 in 1924. Such a rise in price was naturally the source of an increase in production, but the price had apparently reached a climax and a collapse was to be expected. The year 1925 was a bad one for the Gaudeloupe vanilla growers and exporters. Much vanilla, it was reported locally, had remained unsold on the American market from the year before and a decided slackness was felt. Hardly 18,000 pounds were shipped during the first three months of 1925, while in 1924, over 31,000 pounds had been shipped.

Throughout the rest of the year, however, the exportation increased and 53,073 pounds were shipped as against 42,383 pounds in 1924. The average value declared even showed an increase, from $5 to $5.77 but declarations did not mean receipts, for, as a last recourse, the Guadeloupe exporters shipped their vanilla on consignment and naturally declared the best possible value. Heavy losses were suffered by most of the Guadeloupe vanilla shippers.

During the first quarter of 1926 the business was decidedly dull. Sales only began on February 15, and while green vanilla was sold at prices fluctuating between 12 and 22 francs per kilo (18 and 33 cents per pound, converted to U. S. currency at prevailing rate of exchange), and cured between 60 and 130 francs ($0.92 and $2.00 per pound), from growers to jobbers and from jobbers to shippers. Only 10,000 pounds were exported for an average value of $2.29 per pound, or, according to the average rate of exchange for the quarter, 65.81 francs.

PIPERONAL IN VANILLA EXTRACT*

By C. B. GNADINGER, McLaughlin-Gormley-King Co., Minneapolis, Minn.

The use of piperonal (heliotropine) in vanilla extract is largely due to the belief that this substance is a natural constituent of vanilla beans. Krebs[1] called attention to the heliotrope odor of Tahiti beans, while Busse[2] and Göller[3] suspected that both vanillons and Tahiti beans contained piperonal. These opinions, which were based on the odor of the beans, have been given prominence in literature, but it has not been proved that piperonal occurs in any variety of vanilla beans. Wahlbaum[4] concluded that Tahiti vanilla does not contain piperonal.

Little attention has been paid to the use of piperonal as an adulterant of vanilla extract, and it seems worth while to determine if extracts of known purity made from the different varieties of beans respond to qualitative tests for this compound. The results obtained made it desirable to investigate the composition of vanillons. Vanillons are said to be obtained from the vines of V. *pompona V. guianensis*, and undetermined species.[5] They cannot legally be used in vanilla extract.

Experimental

Extracts of standard strength were prepared from Mexican, Bourbon, South American, Java, and Tahiti beans and from vanillons; the beans were obtained from different sources. These extracts were subjected to the phloroglucinol test and the gallic acid test for piperonal.

The phloroglucinol test was applied in this manner:

Fifty cubic centimeters of extract were de-alcoholized by evaporating spontaneously before a fan to about 40 cc. and transferred to a separatory funnel with water. The solution was extracted once with 50 cc. of ether, and the ether solution was separated, washed three times with 15-cc. portions of 2 per cent sodium hydroxide solution, and once with 15 cc. of water. The ether was then evaporated spontaneously, just to dryness, in a porcelain dish. A few minute crystals of phloroglucinol were added, followed by a few drops of concentrated hydrochloric acid. A deep red color, similar to that produced by vanillin, is formed if piperonal is present.

The Mexican, Bourbon, South American, and Java extracts gave negative results; the Tahiti extracts gave doubtful reactions; and the extracts of vanillons yielded strong positive reactions. Bourbon extract containing 0.005 gram of added piperonal per 100 cc. yielded a strong red color. The first four varieties of beans named apparently do not contain piperonal. The results obtained with the Tahiti and vanillon extracts were not conclusive, because these beans contain anise aldehyde, which gives an orange to red color with the phloroglucinol reagent.

The gallic acid test was first described by Labat.[5] It consists in heating an alcoholic solution of the material to be examined with sulfuric acid and alcoholic gallic acid solution. A characteristic emerald to blue color is formed if piperonal is present. Although Labat did not apply the test to vanilla, he found that the color reaction could be obtained with a variety of compounds that contain the methylene ether $\left(H_2C\begin{matrix}O-\\O-\end{matrix}\right)$ group. The writer found that cinnamic and anisic aldehydes, benzaldehyde, vanillin, and coumarin do not yield positive reactions. The test is far more selective than the phloroglucinol test.

One hundred cubic centimeters of the extract were de-alcoholized and extracted with ether and the ether extract was washed as in the phloroglucinol test. The ether solution was then shaken with 30 cc. of 15 per cent sodium bisulfite solution and allowed to stand 2 hours with frequent shaking. The bisulfite solution was separated and sodium carbonate was added until distinctly alkaline to litmus. The alkaline solution was extracted with 25 cc. ether and the ether solution of aldehydes was evaporated spontaneously. The residue was dissolved in 1 cc. of alcohol, and 0.1 cc. of this alcohol solution was heated for 2 minutes, in a steam bath, with 0.1 cc. of 20 per cent alcoholic gallic acid solution and 2 cc. concentrated sulfuric acid.

An emerald to blue color develops if piperonal is present. The reaction is much more sensitive when the gallic acid solution is added to the sulfuric acid before the alcoholic solution to be tested is added.

Seven samples of Mexican, Bourbon, South American, and Java extracts gave negative gallic acid reactions for piperonal; three samples of Tahiti extract gave strongly positive tests; and three vanillon extracts yielded even deeper color reactions than the Tahiti extracts. By adding piperonal to pure Bourbon extract it was found that 0.001 gram of piperonal per 100 cc. of extract gave a strong emerald color. Bourbon extract containing 5 per cent of Tahiti extract also showed a strong positive reaction.

Since vanillon extracts gave the strongest color reactions, an attempt was made to isolate piperonal from these beans.

Four kilograms of finely chopped vanillons were exhausted by percolation with ether. The ether extract was concentrated to 2 liters, and thoroughly washed with saturated sodium bisulfite solution. The bisulfite solution was separated, filtered, made alkaline to litmus with sodium carbonate, and extracted with ether. The ether solution was distilled with steam, and the distillate was extracted with ether. This ether extract was concentrated to 50 cc, and washed, first with dilute sulfuric acid, then with 2 per cent sodium hydroxide solution, and finally with water. It was then filtered, dried over calcium chloride, filtered, and evaporated. The weight of the mixed aldehydes obtained was 0.8 gram.

A minute amount of this liquid material developed the characteristic blue color with gallic acid. However, by far the larger part of the material consisted of anise aldehyde; as shown by the melting point of the semicarbazone, 204.6° C, and by the melting point of the acid obtained on oxidizing with permanganate, 183.2° C. Piperonal could not be isolated from the mixed aldehydes, although a small amount apparently was present.

Discussion

Mexican, Bourbon, South American, and Java vanilla beans do not contain piperonal. This was clearly shown by the twe sensitive reactions. Vanillons and Tahiti beans apparently contain minute quantities of piperonal. At least they contain an aldehyde which responds to the same tests as piperonal and probably contains the methylene ether group, as piperonal does.

In the gallic acid test, the bisulfite treatment is necessary to separate the aldehydes from anisyl alcohol. This separation must be made because this alcohol forms a deep red color with sulfuric acid, obscuring the blue color produced by piperonal. If anisyl alcohol is known to be absent the gallic acid test may be carried out in the same manner as

---

* From *Industrial & Engineering Chemistry*, June, 1926. Republished through the courtesy of the American Chemical Society.

[1] *Pharm. Zentralhalle*, **36**, 487 (1895).
[2] *Arb. kais. Gesundh.*, **15**, 107 (1898).
[3] *Pharm. Zentralhalle*, **45**, 192 (1904).
[4] Schimmel & Co., Semiannual Report, October, 1909, p. 142.
[5] *Bull. soc. chim.*, **5**, 742; *Bull. soc. pharm. (Bordeaux)*, **57**, 259 (1919).

the phloroglucinol test, which is much shorter. After evaporating the final ether extract the residue should be dissolved in 1 cc. of alcohol and 0.1 cc. of this solution should be used for the test. The gallic acid test is extremely sensitive and it was found that 0.00001 gram of piperonal will give a light green color. Although a number of alkaloids and other compounds respond to this test, piperonal is the only aldehyde which, so far, is known to give the reaction.

When examining samples of unknown origin, anisyl alcohol should first be sought by the method previously described by the writer.[6] If this alcohol is found, the extract contains Tahiti or vanillon extract, and will consequently react positively to the gallic acid test for piperonal.

If anisyl alcohol is absent and the gallic acid test is positive, the addition of piperonal is indicated. Care is necessary in reaching a conclusion in such a case because an extract may contain only 1 or 2 per cent of Tahiti extract, when the anisyl alcohol test will be doubtful while the gallic acid test will be positive. This difficulty can be overcome by using several hundred cubic centimeters of the extract for the anisyl alcohol determination.

An extract which gives a positive reaction for either anisyl alcohol or piperonal cannot be pure Mexican, Bourbon, South American, or Java vanilla extract.

[6] *Industrial & Engineering Chemistry*, **17**, 303 (1925).

Summary

Although piperonal is frequently mentioned as a constituent of vanilla, it has not been isolated from any variety of beans. Vanillons and Tahiti beans appear to contain a small amount of piperonal since their extracts respond to the qualitative tests for piperonal.

The method described can be used for detecting the addition of minute amounts of piperonal to extracts of Bourbon, Mexican, Java, and South American beans. These varieties of beans do not contain piperonal.

The similarity in chemical composition between Tahiti beans and vanillons is very striking. These beans differ markedly from the other varieties, to which they are inferior in flavor, and it is questionable whether the use of either should be permitted in vanilla extract, unless labeled to indicate the variety.

SCIENTIFIC RESEARCH REPORT ON ISOPROPYL ALCOHOL*

Presented by Dr. FRANK M. BOYLES, Member of the Research Committee

Isopropyl alcohol, while in the alcohol family, is not a derivative of ethyl alcohol in the sense a derivative is understood under the Food and Drugs Act.

The record of the work that has been done with isopropyl alcohol as a solvent and preservative indicates it is at least as good for these purposes as ethyl alcohol.

In May, 1923, H. C. Fuller, of Washington, D. C., who did most of the original investigational work for some of the manufacturers of isopropyl alcohol, wrote:

"With regard to the use of isopropyl alcohol for internal purposes, I feel quite certain it can be used anywhere that ethyl alcohol is now employed. It seems to have the effect, when given to the lower animals, of producing a more intense intoxication than does ethyl alcohol, but this condition only occurs with the first two or three injections; after that, the reactions are no different from those manifested when ethyl alcohol is injected. In other words, the creatures soon establish a tolerance for it. I have given it to human beings and have observed no ill effects."

In the *American Journal of Pharmacy*, June, 1922, Grant and Jones report as follows:

"Dr. Macht found that, when injected intravenously into cats, isopropyl alcohol is twice as toxic as ethyl alcohol, four fifths as toxic as normal propyl alcohol, and one fourth as toxic as benzyl alcohol."

Also after enumerating a number of physiological experiments they conclude that:

"In view of the foregoing observations, it may be concluded that isopropyl alcohol is sufficiently non toxic to be safely employed in external and oral medicine, at least."

In March, 1923, Grant reports in the *Journal of Laboratory and Clinical Medicine*, that:

"The toxicity of isopropyl alcohol is not less than that of ethyl alcohol and not more than twice that of ethyl alcohol. These limits include all the reliable data at hand, by six different observers, using a total of nine different methods, on one or another of six different animals.

"The effect of isopropyl alcohol upon the human skin is similar to that of ethyl alcohol. Different observers do not agree upon the effect of large doses of isopropyl alcohol orally ingested by human subjects. Loeffl's investigators took 16 cc. daily for three days without discomfort, while Thompson's subjects suffered marked, though not dangerous, depression from a single dose of 22.8cc. All are agreed, however, upon the absence of any exhilarating effect similar to that of ethyl alcohol, and upon the somewhat unpleasant taste of isopropyl alcohol. It may therefore be safely said that isopropyl alcohol is not potable.

"In view of all the foregoing data, no reasonable objection can be made to the use of isopropyl alcohol as a constituent of compounds for oral and nasal medication, such as practically all mouth washes, gargles, dentifrices, etc., which do not involve the probability of swallowing more than a few cubic centimeters, at most, of the alcohol."

In August, 1923, in the *American Journal of Medical Sciences*, Grant, comes to the following summary and conclusions:

"(1) Isopropyl alcohol is a nonpotable alcohol, somewhat more toxic than ethyl alcohol, but not more than twice as toxic as ethyl alcohol.

"(2) Isopropyl alcohol is a more powerful bactericide and antiseptic than ethyl alcohol toward the organisms so far studied (Staphylococcus pyogenes aureus, Bacillus coli communis, Bacillus anthracis, Bacillus subtilis and acetic acid bacteria). It is most effective in concentrations of 30 to 50 per cent.

"Since it is not liable to be diverted for beverage use, and is not subject to burdensome taxes and restrictions, isopropyl alcohol may advantageously replace ethyl alcohol, under some circumstances, as a surgical antiseptic and preservative."

In view of the present state of our knowledge as set forth by the experimental data enumerated above it is the opinion of your committee that it would be the part of wisdom to proceed cautiously with the substitution of isopropyl alcohol for ethyl alcohol in food products. Your committee advises against its use in flavoring extracts until such time as it is more clearly established that it is at least no more toxic than ethyl alcohol and that we are quite sure that its characteristic flavor will in no way modify the flavor of our products.

Within the last few days there has been placed in the hands of your committee a report on the "Physiological Effects of Isopropyl Alcohol," by the scientific staff of the Florasynth Laboratories, a member of our association. This report covers both the commercial and the highly purified

* Paper read at the Seventeenth Annual Convention of the Flavoring Manufacturers' Association of the United States, Briarcliff Manor, N. Y., June, 1926.

product. The experiments were conducted on guinea pigs and the effect on the heart and urine were investigated. The commercial product was given by injection into coronary arteries in two-tenths of one per cent solution, and proved to be toxic. Traces of albumen, but no acetone, were found in the urine. The results of the experiments seemed to point to the impurities as being responsible for the toxicity, and therefore the commercial product was highly purified for the subsequent experiments.

An exhaustive examination of the commercial isopropyl alcohol showed it to contain 1.37% of impurities, consisting of sulphur compounds, mercaptans, olefines, aldehydes, and traces of ketones. The odor was nauseating, having the character of most sulphur compounds. The taste was disagreeable. The boiling point ranged between 78.6° and 82.3° C. The specific gravity at 20° C was 0.8231. This commercial product was freed from mercaptans and other sulphur compounds by copper.

The olefines and aldehydes were eliminated by resinification. The ketones and traces of aldehydes remaining were eliminated by bisulphite method, and rectification by means of high column distillation. This purified product consisted of 92.9% isopropyl alcohol and 7.1% water. The odor was characteristic of isopropyl alcohol. The taste was less nauseating than the commercial product; the boiling point was 80° C; the specific gravity at 20° C was 0.8120.

The following investigations were conducted with this purified product:

(1) It was found to be more antiseptic and germicidal than ethyl alcohol.

(2) Its local action on the skin and mucous membrane, such as the nose, throat, eye, bladder, etc., was similar to ethyl alcohol.

(3) In the mouth the affect on taste, appetite, saliva, and astringency was found to be slightly more nauseating and slightly more irritant than ethyl alcohol.

(4) In the stomach the effect on the contents as well as the walls was similar to ethyl alcohol.

(5) In the intestines the effect on the contents and the secretions was similar to ethyl alcohol.

(6) In the liver and pancreas the effect was similar to ethyl alcohol.

(7) The absorption in the system was slower than ethyl alcohol.

(8) The systemic action was as follows:

(a) On the circulatory organs:
Blood: Similar to ethyl alcohol.
Heart: Auricles and ventricles— { rate: slower. force: weaker. rhythm: irregular.
Arteries: Somewhat more contracted than ethyl alcohol.
Arterial pressure: Somewhat lower than ethyl alcohol.

(b) On the respiratory system:
Movements: Similar to ethyl alcohol.
Cough: Slight coughing like all related alcohols.

(c) On the nervous system and special senses: similar to that of ethyl alcohol.
Spinal Cords: Convulsions when in high doses.

(d) On Metabolism and temperature: Similar to ethyl alcohol.

(e) On secreting glands: High doses influence secretion of glands.

(9) Elimination or disposal of drug: No oxidation products.

(10) Tolerance, Habit formation: Is not habit-forming on account of its nauseating effects.

These experiments were made on guinea pigs parallel with ethyl alcohol. The animals used were of the same litter. The toxicity of the purified product was tested by means of injection on the heart as described previously and was found to be no more toxic than ethyl alcohol. It is slightly more irritating on the stomach and intestines than ethyl alcohol. In other words, isopropyl alcohol seems to act almost identical with ethyl alcohol.

Tests made with guinea pigs and rats have shown that purified isopropyl alcohol produces a nauseating effect on these animals if given by oral injections. The animals refuse to take it even in dilutions of one half percent and it must be forced down their throats. This distaste for isopropyl alcohol seems to increase as the doses are repeated. This would indicate that isopropyl alcohol is unpalatable. It has been found that the exhilarating effect produced by the first dose becomes weaker and weaker with repeated doses.

In addition to the chemical and physiological aspects it is well to take into consideration the patent situation.

In 1921 there was issued U. S. patent No. 1384680 covering the manufacture of flavoring extracts with higher alcohols. This patent embraces eleven claims, which cover the use of isopropyl alcohol, either alone or mixed with water, ethyl alcohol, or any other solvent in the manufacture of flavoring extracts of all kinds. It also covers the use of all other alcohols above ethyl alcohol, under the same conditions as just enumerated.

If this patent is valid it would seem to restrict the use of isopropyl alcohol to the patentees.

PURE FOOD AND DRUG NOTES

In this department will be found matters of interest contained in FEDERAL AND STATE official reports, etc., relating to perfumes, toilet preparations, flavoring extracts, soaps, etc. It is advisable also to look at our WASHINGTON CORRESPONDENCE, SOAP SECTION and other departments for further information.

Fake Radio-Active Preparations Under the Ban

The alleged medicinal efficacy of slightly radio-active waters and other slightly radioactive preparations has been found to be much misrepresented, say officials of the Bureau of Chemistry of the United States Department of Agriculture, who, in the enforcement of the Federal Food and Drugs Act, have made a nation-wide survey of waters and drugs alleged to be radioactive.

The products analyzed for content of radium included hair tonics, bath compounds, suppositories, tissue creams, tonic tablets, face powders, ointments, mouth washes, demulcents, opiates, opthmalmic solutions, healing pads and other preparations in solid, semi-solid and liquid form for which therapeutic value because of alleged radioactivity was claimed. Only five per cent of the products analyzed and claimed to be radioactive contained radium in sufficient quantities to render them entitled to consideration as therapeutic agents and then only in certain very limited conditions, say the officials. Highly exaggerated therapeutic claims obviously designed to mislead the purchaser are being made for many of the products which contain little or no radium.

Action will be taken under the Federal Food and Drugs Act against shipments of the alleged radioactive products which are falsely or fraudulently misbranded under the terms of the Federal Food and Drugs Act. A warning regarding the indiscriminate use of those few products which are highly radioactive is also sounded by the officials.

"The distribution to the general public without discrimination or adequate supervision of highly radioactive products or the devices for rendering water or other substances highly radioactive," says the department, "is of very questionable propriety since radium in active dosage is potent for harm as well as for good and should be administered with great caution."

Information in Other Departments

Readers of the FLAVORING EXTRACT SECTION are advised that items of interest to them may be found in our Trade Notes pages, as well as in Patents and Trade-Marks, and other departments of THE AMERICAN PERFUMER.

F. E. M. A. COMMITTEES FOR YEAR 1926-27

D. T. Gunning, the new president of the Flavoring Extract Manufacturers' Association of the United States, has appointed his committees for the ensuing year. In this connection it might be mentioned that through an unintentional oversight on the part of various persons the appointment of W. M. McCormick as National Councilor of the United States Chamber of Commerce was not included in the previously published list of officers.

President Gunning's selections for committeemen, which are below, will meet with general approval:—

SCIENTIFIC RESEARCH

Frank L. Beggs, Chairman, Styron-Beggs Co., Newark, Ohio.
Dr. F. M. Boyles, Jack Beverages, Inc., New York City.
John Glassford, McCormick & Co., Baltimore, Md.
Dr. E. J. Shanley, Baker Extract Co., Springfield, Mass.
Dr. Bernard H. Smith, Virginia Dare Extract Co., Inc., Brooklyn, N. Y.
A. F. Wussow, Price Flavoring Ext. Co., Chicago, Ill.

MEMBERSHIP

R. E. Heekin, Chairman, Heekin Co., Cincinnati, Ohio.
W. H. Hyde, Abner Royce Co., Cleveland, Ohio.
E. E. Wade, Wade Extract Co., Orange, N. J.
Paul A. Semrad, Semrad Chemical Co., Chicago, Ill.
M. Winston, Blanke-Baer Extract and Preserving Co., St. Louis, Mo.
F. L. Whitmarsh, Francis H. Leggett & Co., New York.

LEGISLATIVE

R. H. Bond, Chairman, McCormick & Co., Baltimore, Md.

PUBLICITY

S. J. Sherer, Chairman, Sherer-Gillett Co., Chicago, Ill.
B. J. Fishburn, S. P. Hite Co., Roanoke, Va.
Clifford G. Harris, Frank E. Harris Co., Inc., Binghamton, N. Y.
C. W. Jennings, Jr., Jennings Mfg. Co., Grand Rapids, Mich.

TRADE INTERESTS

Geo. H. Burnett, Chairman, Joseph Burnett Co., Boston.
Gordon M. Day, Day-Bergwall Co., Milwaukee, Wis.
F. S. Muchmore, Hallock-Denton Co., Newark, N. J.
F. S. Rogers, McMonagle & Rogers, Middletown, N. Y.
W. A. Upham, Baker Extract Co., Springfield, Mass.

TRANSPORTATION

L. K. Talmadge, Chairman, Baker Extract Co., Springfield, Mass.
E. L. Brendlinger, The Dill Co., Norristown, Pa.
H. L. Jenks, Foote & Jenks, Jackson, Mich.

COSTS

T. W. Carman, Chairman, Baker Extract Co., Springfield, Mass.
R. J. Massey, Massey & Massey Co., Chicago, Ill.
C. F. Sauer, C. F. Sauer Co., Richmond, Va.
L. K. Talmadge, Baker Extract Co., Springfield, Mass.

INSURANCE

C. W. Jennings, Sr., Jennings Mfg. Co., Grand Rapids, Mich.

COMMITTEE ON HOW TO INCREASE SALES

T. W. Carman, Chairman, Baker Extract Co., Springfield, Mass.

VIGILANCE COMMITTEE

All members of the Executive Committee.

COMMITTEE ON SECTIONAL ORGANIZATIONS

F. S. Muchmore, Chairman, Hallock-Denton Co., Newark, N. J.
Geo. H. Burnett, Joseph Burnett Co., Boston, Mass.
C. D. Craig, Horine & Bowey Co., Chicago, Ill.
R. E. Heekin, The Heekin Co., Cincinnati, Ohio.

GRIEVANCE

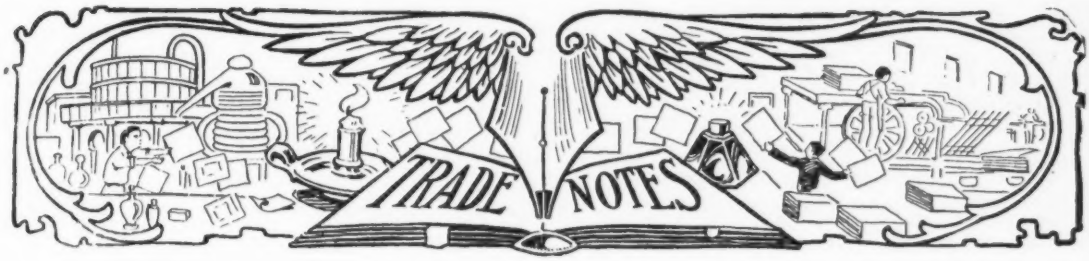
W. H. Hyde, Chairman, Abner Royce Co., Cleveland.
L. B. Parsons, Seeman Brothers, New York City.
B. J. Fishburn, S. P. Hite Co., Roanoke, Va.
R. W. Snyder, Battle Creek, Mich.

EDUCATIONAL ADVERTISING

Geo. H. Burnett, Chairman, Joseph Burnett Co., Boston.
Dr. Bernard H. Smith, Virginia Dare Extract Co., Inc., Brooklyn, N. Y.
D. T. Gunning, Arbuckle Brothers, Chicago, Ill.

STATE COMMITTEEMEN

California: Paul Rieger, Paul Rieger Co., San Francisco.
Colorado: Wm. L. Myatt, Morey Merc. Co., Denver.
Connecticut: Chas. S. Wilfiams, The Williams & Carleton Co., Hartford.
Illinois: E. P. Price, Price Flavoring Extract Co., Chicago.
Indiana: George H. Lynas, J. B. Lynas & Son, Logansport.
Iowa: C. R. Joy, S. F. Baker & Co., Keokuk.
Maine: C. M. Foss, Schlotterbeck & Foss Co., Portland.
Maryland: R. H. Bond, McCormick & Co., Baltimore.
Massachusetts: L. K. Talmadge, Baker Extract Co., Springfield.
Michigan. Howard L. Jenks, Foote & Jenks, Jackson.
Minnesota: Wm. McMurray, Wm. McMurray & Co., St. Paul.
Northern Missouri: S. H. Baer, Blanke-Baer Extract & Preserving Co., St. Louis, Mo.
Lower Missouri: Rudolph Hirsch, Ridenour Baker Gro. Co., Kansas City, Mo.
Nebraska: L. Feltman, McCord-Brady Co., Omaha.
New Hampshire: D. E. Parmenter, Wakefield Extract Co., Sanbornville.
New Jersey: F. S. Muchmore, Hallock-Denton Co., Newark, N. J.
Western New York: J. A. Handy, Larkin Co., Buffalo.
Eastern New York: L. B. Parsons, Seeman Brothers, New York.
Southern Ohio: J. Frank, Frank Tea & Spice Co., Cincinnati.
Northern Ohio: W. H. Hyde, The Abner Royce Co., Cleveland.
Oregon: Leo Hahn, Wadhams & Co., Inc., Portland.
Eastern Pennsylvania: C. F. Irwin, L. H. Parke Co., Philadelphia.
Western Pennsylvania: J. L. Klingensmith, Pittsburgh Food Products Co., Pittsburgh.
Rhode Island: B. B. Scott, Providence.
Tennessee: G. C. Davis, Davis Mfg. Co., Knoxville.
Texas: Leo M. Furman, The Furman Co., Houston.
Vermont: J. O. Kimball, Kimball Bros. Co., Enosburg Falls.
Virginia: C. F. Sauer, Jr., The C. F. Sauer Co., Richmond.
Washington: W. J. Kahle, Crescent Mfg. Co., Seattle
Wisconsin: W. J. Wiscott, Jewett & Sherman Co., Milwaukee.



William G. Mennen, president of the Mennen Co., Newark, N. J., has returned from an extended trip to the Far East which included visits to Honolulu, the chief cities in Japan, the principal coast cities of China and the Philippine Islands.

In discussing his trip, Mr. Mennen said: "In Honolulu I found business in pretty good shape and most people optimistic over the outlook for the next few years. In Japan matters are moving at a moderate rate, but the prevailing low price of silk did not create an over cheerful tone.

"All of China is in a very unsettled state, owing to civil wars, Bolshevik disturbances and an undercurrent of ill-feeling toward foreigners. In view of these circumstances, business is more or less marking time and development work is somewhat at a standstill. Travel through the interior of the country was impossible, owing to almost complete paralysis of railroad facilities. We had a curiosity to see Peking, however, and after considerable difficulty succeeded in getting several motor cars to make the trip from Tientsin. We move up with the army which was preparing to attack the city and were in the city while the battle took place and had to stay there until the defending army evacuated. You can imagine, under these conditions, life in the city was not normal and that our movements about were attended with a certain amount of danger, although they were exciting and interesting.

"In the Philippines, we found business generally good, the principal export lines of the Islands enjoying a fair volume, with good future prospects. Considerable agitation is going on at the present time over the question of Philippine independence, and the politicians seemingly are doing their best to stir up all the friction they can against American occupation and American interests. The Americans residing there are not at all happy over the situation, and no doubt, the time is near at hand when the American people will have to take a definite attitude on the Philippine question so that the matter will be settled either in favor of retaining or abandoning the Islands.

"We enjoyed our trip immensely and came home with a desire to go back again sometime in the future."

Daniel J. Mulster, of Mulhens & Kropff, New York, is sojourning for the month of July with Mrs. Mulster at Crystal Springs Camp, Belgrade Lakes, in the Maine woods.

Harry Folsom, who represents Denney & Denney, of Philadelphia, in the metropolitan territory and New York State, is on duty again after a severe illness.

Prichard & Constance, Inc., of New York City, have installed a display of perfumeries at the Sesqui-Centennial Exposition in Philadelphia.

Two important additions have been made to our list of Contributing Editors, Doctor Marston Taylor Bogert and Leroy Fairman. Dr. Bogert will specialize on synthetics and Mr. Fairman will take care of merchandising.

These gentlemen are well known to most of our readers through their contributions in the respective scientific and commercial spheres in which they have long been active. It might be said that they need no introduction in connection with their designations as Contributing Editors, but all will be interested in viewing their portraits which are presented herewith.

For the benefit of newer readers it may be said that Mr. Fairman since 1922 has been a regular contributor to our

DR. MARSTON T. BOGERT

LEROY FAIRMAN

pages, having started a particularly comprehensive and informative series of articles on advertising and merchandising in that year. Mr. Fairman, who ranks very high in his chosen field, has been actively engaged in the advertising business in New York City for a quarter of a century. His first experience was with the Charles Austin Bates Advertising Agency, where he gained an extensive knowledge of commercial art. For four years he was editor of *Advertising & Selling Magazine* and later was associated with the J. Walter Thompson Agency, being now an important factor of the Charles C. Green Agency.

Dr. Bogert has had a long, useful and brilliant career in the realms of chemistry. He entered Columbia in 1886 and since 1897 has worked up from instructor in Organic Chemistry in the University's Department of Chemistry to the senior professorship, which he acquired on the retirement of Dr. Chandler. He has been a full professor for close to a quarter of a century. Dr. Bogert is a member of practically all of the chemical societies at home and abroad and did notable service in the war 1917-1919 on many Government boards in connection with chemistry,

having been commissioned a lieutenant-colonel in the Chemical Service of the National Army.

Dr. Bogert is especially well known to members of the toilet preparations industry through his addresses before the conventions of the American Manufacturers of Toilet Articles and the establishing of courses in perfume chemistry at Columbia University, in addition to the interest he has taken in the association's organic research work at Columbia, which will be under his supervision, in co-operation with a committee of the A. M. T. A. composed of G. A. Pfeiffer, chairman; Dr. E. G. Thomssen, Dr. Samuel Isermann, J. A. Handy and E. B. Hurlburt.

On page 263 will be found a synopsis of Dr. Bogert's lecture at Columbia recently on "Synthetic Organic Chemistry in the Study of Odorous Compounds."

Karl Kiefer, president of the Karl Kiefer Machine Co., Cincinnati, Ohio, accompanied by Mrs. Kiefer, sailed on the *Franconia* July 3 for a three months' trip abroad. The first stop will be made in London where Mr. Kiefer will spend some time with C. S. DuMont, manager of the London office of the company.

From England Mr. and Mrs. Kiefer will go to Germany where Mr. Kiefer will not only enjoy a much needed rest, but will visit the principal mechanical centers as a source of information and recreation.

Coincident with the appointment of W. F. Rightor, formerly of Coty, as general manager of the Fioret Co., comes the announcement that Pedlar & Ryan will in the future handle the advertising of this company. Under new sales and advertising direction, it is expected that Fioret will be more active than ever. The recent lowering in price of its face powder from $1.50 to $1.00 is significant of the attitude of the company in meeting the demands of a broader market.

For the time being Fioret is planning only a trade paper campaign, but consumer advertising it is anticipated will be undertaken soon.

Karl Hoff, chief chemist for the Kolynos Co., New Haven, Conn., accompanied by Mrs. Hoff and Karl Hoff, Jr., sailed on the *Western World* July 3 for Buenos Aires. Mr. Hoff will remain for some time in Buenos Aires to supervise the opening of a branch factory there by the Kolynos Co.

Donald C. Townley, export manager of the company, also sailed with Mr. Hoff. Mr. Townley is not only to have general charge of operations in Buenos Aires, but in addition, will make a complete tour and survey of South America in the interest of the Kolynos Co.

We publish in our column devoted to circulars, etc., a letter that has been received from the David Berg Industrial Alcohol Co. They have recently completed at the plant in Philadelphia, a new addition to their distillery which we understand will double its capacity.

George E. Davis, vice-president and chief chemist of F. W. Fitch Co., Des Moines, Iowa, severed his connection with the company July 1 after eight and a half years, and will establish himself in New York or Chicago in a new enterprise of his own. Mr. Davis has not yet acquainted us with the nature of his venture, but will furnish particulars for publication in an early issue.

Edward Ermold Co., manufacturers of automatic labeling machines, New York City, announce that they have established new branch agencies in South America. One in Brazil is in the firm of Sander & Deutschmann, Rua General Camara, 201-Sub., Rio de Janeiro. The other agency is in Argentina in the firm of Felix Rimpler & Cia., Entre Rios 39-49, Mendoza, Buenos Aires.

The appointing of these new agencies gives added scope to the service the Ermold Company is able to give to its foreign customers, which also includes having trained men available at the various agencies to give intelligent instruction and prompt information in the care and operation of the Ermold units, which are now being exported to practically all of the countries in the world. It is the policy of the company to open agencies in countries not now having direct service as rapidly as possible, with competent men in charge.

Polak & Schwarz, Ltd., Zaandam, Holland, announce that K. B. Mavlankar on June 21 ceased to represent them in London. For some time the firm had planned to carry on the English business with increased facilities and accordingly registered an English company under the name of Polak & Schwarz (England) Ltd., with offices and warehouses at 8 Edmund place, Aldersgate street, London, E. C. 1. K. Bohemen, for many years in the company's employ, is a director and S. R. Mansfield, long connected with the trade, is sales manager.

Wangler-Budd Co., Inc., 35 Fulton street, New York City, are the exclusive agents for the Polak & Schwarz synthetic aromatic products in the United States and Canada. They are represented in Philadelphia by Ira Bennett, 629 Chestnut street, and in Chicago by A. C. Drury & Co., 106 East Austin avenue and William A. Susanka, 143 West Kinzie street.

During a terrific tropical electrical storm, amounting almost to a tornado, on July 6, lightning struck into the bonded denaturing plant of the Federal Products Co., at Cincinnati, Ohio. Lightning and alcohol do not mix but result in fire and for five hours the Cincinnati Fire Department fought so successfully that the fire was held to the end of one building. None of the other twenty-five buildings, making up the distillery proper, was in any way damaged.

The loss in building, denaturing utensils and equipment, denaturing chemicals and alcohol will approximate $75,000. Reconstruction is already under way.

The Federal Products Co., carries warehouse stocks of finished alcohol at two plants and twelve distributing warehouses located in the larger cities of the United States. There will be no interruption in filling orders.

Francis Henry Sloan, 2nd, son of Russell R. Sloan, sailed with his father on the *George Washington* July 3, on a two months' trip to the Marseilles office of the Dodge & Olcott Co., of New York, to get a little experience in the business. He is seventeen years old and is a student at the Pawling School, Pawling, N. Y.

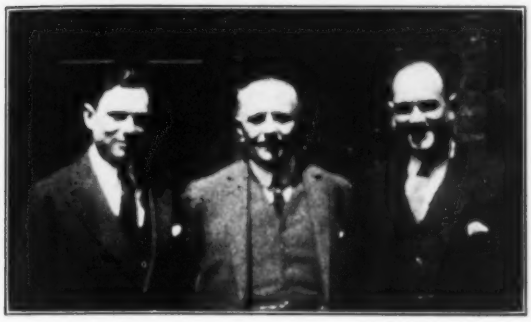
E. M. Laning, president of E. M. Laning Co., Inc., New York, has returned from a three weeks' business trip made by automobile covering 2,200 miles which took him largely through the South and the Middle Atlantic states. Mr. Laning reports that business, particularly in the South, was good, and that except for the last week, the weather was fair and no mishaps occurred to mar the trip.

We are advised that Charles S. Welch who has been identified with the Houbigant line for about twelve years resigned July 1, and is taking a vacation. He expects to make an announcement of his plans early in the fall.

Mr. Welch was manager of the perfume department of Park & Tilford and when Houbigant established their own branch in this country five years ago, he continued with that organization.

Count Alexander H. Von Holtzendorff who spent a month in New York, sailed for home recently with the Countess Von Holtzendorff.

He is managing director of Anton Deppe Söhne, Hamburg,



COUNT ALEXANDER H. VON HOLTZENDORFF IN THE CENTER; J. BAIRD MAGNUS (LEFT) AND P. C. MAGNUS. *(Enlarged from a "Movie" film.)*

Germany, one of the largest and oldest manufacturers of aromatic chemicals in Europe. This was the first trip made by Count Von Holtzendorff since the war, but he plans to visit the United States twice yearly to keep in touch with his American agents, Magnus, Mabee & Reynard Inc., New York City.

On the eve of sailing on the *Deutschland*, he gave a dinner on board the boat to the heads of the American firm and several other personal friends.

Scovill Manufacturing Co., of Waterbury, Conn., selling offices at 13 Korte Voorhout, The Hague, Holland, has been elected an active resident member of the American Chamber of Commerce in France, at Paris.

The Dandrfall Corporation of New York, manufacturing chemists and toilet preparations, have moved from 140 Featherbed Lane to new and larger quarters at 4522 Park avenue, New York City.

Louis K. Liggett, head of the United Drug Co., Boston, has bought stock control of the Pocasset Mill, Fall River, Mass., and effected a reorganization of the mill corporation with himself as president.

Robert Plaut, formerly of Lehn & Fink, New York City, has been admitted as a general partner to the firm of Ehrich & Co., members of the New York Stock Exchange.

A national advertising campaign has been started on Nesteen, a new hair dye produced by the C. Nestle Co., New York. Newspapers, magazines and business papers are being used. This advertising is directed by Foote & Morgan, Inc., New York advertising agency.

H. H. Raynor general manager of the Chandon Co., Inc., New York City, sailed on the *Majestic*, June 24, for a trip of about six weeks to Paris, to include of course the house of Lubin, for which Chandon is the American agent.

Gueldy Co., 18 West 50th street, New York City, has succeeded Gueldy, Inc. Frank L. Vrooman, who long has had charge of the firm's interests here, is president. Edouard Iraqoquy is secretary and Frank C. Palmer is treasurer of the company.

Frank J. M. Miles was appointed vice-president of Houbigant, Inc., New York, July 1, and will have charge of all manufacturing operations in the United States.

Mr. Miles has been vice-president of Cheramy, Inc., an Houbigant subsidiary for five years, and will continue in that capacity also. He is one of the best known men in the American perfume industry, having been employed by the Melba Mfg. Co., Chicago, as perfumer and manufacturing superintendent for a number of years before making his present connection.

FRANK J. M. MILES

Standard Essentials Co., 137 Varick street, New York City, is the style of a new firm established to import and deal in aromatic raw materials for perfumers, soap makers, extract manufacturers, confectioners, etc. F. W. Griffith, who has been connected with the industry for many years is sales manager.

Constantin Mintcheff & Ketchedjieff, Kanzanlik, Bulgaria whose American agent is P. R. Dreyer, New York City, have an announcement on page 127 regarding a Balkan essential oil, new to this market, which is offered as a fixative and specialty for bouquet odors, etc. It is distilled from a Balkan plant of the *pelargonium* family known in the Balkans as zdravetze.

W. A. Taylor, research chemist for E. I. du Pont de Nemours & Co., has been elected president of the LaMotte Chemical Products Co., of Baltimore.

G. Richard Burns has resigned his position as research chemist in the dyestuffs division of the duPont Company to become instructor in chemistry at Yale University next year.

George W. Jennings has been transferred from the Chicago plant of the Armour Soap Works to the Babbitt, N. J., plant, where he holds the position of chief chemist.

W. F. Erisman, representing the Dennison Manufacturing Co., Framingham, Mass., was a recent visitor to the American Chamber of Commerce in France, at Paris.

Perfection Cosmetics Co., of Memphis, Tenn., has increased its capital stock from $5,000 to $25,000.

The fortieth anniversary of the California Perfume Co. was celebrated at the plant of the company in Suffern, N. Y., June 26 when the New York office staff took a special car to the laboratories to join and take part with the production force in the annual picnic of the company.

On their arrival a tour of inspection of the laboratories was made, after which luncheon was served in a grove along the shores of Lake Antrim. In the afternoon, a ball game was played between the office team and the laboratory team which was won by the New Yorkers. The rest of the afternoon was given over to athletics, such as swimming, rowing and field sports.

In the evening, dinner was served on the first floor of the new wing of the plant; and it was then that the celebration of the fortieth anniversary of the founding of the company took place. A feature was the presentation of

gold medals to each employee who has been with the company 25 years or more. Those who received prizes were: Adolph Goetting, Roy G. Jones, G. J. Gardner, Miss Mary C. Reagan, Mrs. Laura A. Slocum, Miss Anna V. Meany, Miss Anna Figsbee, and Mrs. Kate Meyers. A special table at which Mr. and Mrs. D. H. McConnell presided was reserved for them.

When the members of the organization, numbering over 200 had taken their places, David H. McConnell, Sr., was called upon for an address. He described the early years of the company's history and told of its progress and expansion up to the present time. At the conclusion of Mr. McConnell's address, A. E. Williams, general manager, presented on behalf of the organization a large bouquet of American Beauty roses to Mr. and Mrs. McConnell.

Following the presentation of the flowers three cheers were given for "The Daddy of them All" and Mrs. McConnell. Cheers were also given for members of the Quarter Century Club. After this, Van Alan Clark, vice-president in charge of production, appeared carrying a huge strawberry short cake lighted with 40 candles. This was placed before Mr. McConnell, who, with the help of Mrs. McConnell, cut the huge cake so that everyone received a piece. The festivities then came to a close with singing by a quartet led by Mr. Gilbert.

News of the recent marriages of Leonard B. Schwarcz, vice-president and treasurer, and of Dudley J. Bachrach, president and secretary of the Clifton Chemical Co., Inc., New York City, will be received with interest by the many friends of the young men.

Mr. Schwarcz was married on June 10 to Miss Harriet Kayser, daughter of Mr. and Mrs. O. Kayser of New York City. The wedding took place in New York City, after which a honeymoon was enjoyed in Bermuda. On their return this month, Mr. and Mrs. Schwarcz went to New Rochelle where they are spending the Summer.

The marriage of Dudley J. Bachrach to Miss Eleanor King, daughter of Mr. and Mrs. Herman King of New York City, took place shortly before that of Mr. Schwarcz. Mr. and Mrs. Bachrach enjoyed their honeymoon at White Sulphur Springs, W. Va., and are now spending the Summer at the Hotel Royal Victoria, Larchmont, not far from the home of Mr. and Mrs. Schwarcz.

Mr. Schwarcz, who spends much of his spare time yachting, finished first in the yacht race from Execution Light to Block Island July 10. Three yacht clubs were represented in the race, and Mr. Schwarcz made the fastest time in 21 years over the 100 mile course in his sloop *Young Miss* which he sailed with a crew of six. He received the prize for the fastest time.

The second annual outing of the Reich-Ash Corp., New York City, was held July 10 when employees gathered early in the morning at Pier 96, Hudson River, where the *Comet*, an excursion steamer chartered especially for the occasion, was waiting to take them to Sunset Park, the popular resort near Bear Mountain.

With a special band which was engaged for the trip, a delightful sail was enjoyed up the Hudson, the boat docking about 1 o'clock. On arrival at the park, the party of merrymakers took advantage of the many facilities for entertainment afforded there and did not reassemble at the dock until 4 o'clock when the return journey was started. Refreshments were served on both trips.

Unfortunately, Sidney Ash, president of the company, was unable to be present and in his place, Monroe Loeb, vice-president, was guest of honor.

The affair was arranged by a committee composed of Abraham Altman, chairman; Arthur Loeb, treasurer, and William Ritti, master of ceremonies. In addition to Monroe Loeb, the department heads present were Abraham Altman, William Ritti, Arthur Loeb, Robert Goldberg, Esther Alper, Daniel O'Connor, Louis Warshaw and Albert Caesari.

The outing was a complete success in every way and before the party broke up at the dock at 8 o'clock in the evening, plans were already under way for the coming Thanksgiving and Christmas celebrations.

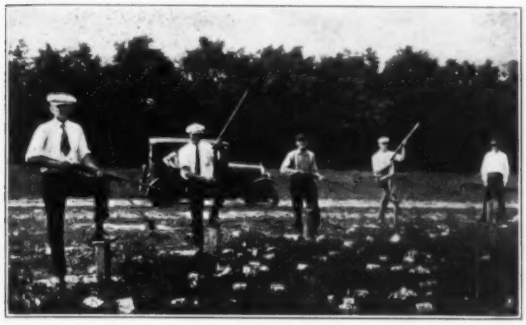
Leo O'Connell, for a long time assistant treasurer of the Alfred H. Smith Co., New York, is enjoying a two months' trip to Europe. One feature is a visit for the first time in 19 years to his mother in Ireland.

Announcement has been made that at the last annual meeting of W. J. Bush & Co., Inc., New York City, R. S. Swinton and Dr. Freeland J Dunn were elected members of the board of directors. Both have been connected with the company for a long time and their election to the board is a fitting recognition of their work.

Dr. Swinton is chemist in charge of the plant at Linden, N. J., and Dr. Dunn is in charge of the Chicago office.

Edward S. Hagerthey, manager of the New York office of the T. C. Wheaton Co., Millville, N. J., has established an enviable reputation for himself as a trap shooter on the range of the Williamstown (N. J.) Rod and Gun Club, of which he is an honorary member.

In the July 3 match, he was member of a squad of five, all of whom had to average 96 hits out of 100 clay pigeons. Mr. Hagerthey's score individually was 96. In the accompanying illustration, he is shown at the left just before the opening of the competition.



E. S. HAGERTHEY (EXTREME LEFT) POISED TO MAKE RECORD IN CLAY PIGEON TOURNAMENT.

Shooting as well as boating are the chief recreations of Mr. Hagerthey who is well known for his many years connection with the glassware business, particularly with the T. C. Wheaton Co., with whom he has been for fourteen years.

E. E. Finch, sales manager for the Karl Kiefer Machine Co., Cincinnati, Ohio, accompanied by Mrs. Finch has returned from a well earned vacation spent in an automobile tour of the East. They were away a little over three weeks and covered over 2,500 miles. The itinerary of the trip was interesting and suggestive to others who enjoy automobile touring.

They came East over the National Pike by way of Union Town, Greensburg and Chambersburg, stopping off at Gettysburg to visit the battlefield. Then they came on to New York and visited Boston, New Hampshire and Vermont. On the return trip they crossed the Hudson at Newburgh to Port Jervis and from thence went to Stroudsburg through the Delaware Water Gap to Easton and from there over the William Penn highway to Reading, Harrisburg and Greensburg and then home.

Baker Extract Co., Springfield, Mass., reports a surplus at close of 1925 of $192,651. Assets include cash $62,288, merchandise $126,683, accounts receivable $39,343, securities $4,595 and notes receivable $6,745.

The company is capitalized at $150,000.

According to the New York *American*, Victor Vivaudou, perfumer, was the latest purchaser on May 18 of the much sold property at 120 West 70th street, near Columbus avenue. It comprises a nine-story fireproof apartment house occupying a plot 93x100, which is expected to produce about $100,000 a year. Sale was made through Raber-King & Co., by Irving Judis and Joseph Silverson, who bought the building last July from a syndicate headed by David Freilberger. The building was completed in 1921 by the Brixton Construction Co.

Charles E. Kelly, general manager of Hagerty Bros. & Co., New York City, won membership in the Hole-In-One Club June 12 while making the qualifying round for the president's trophy on the golf links of the Maplewood Country Club, Maplewood, N. J., when he holed out in one on the fly.

It was at the third hole, almost in front of the clubhouse that Mr. Kelly's remarkable drive took place. The ball landed squarely in the cup to the amazement of the large gallery watching the play.

Since making the unusual shot, Mr. Kelly has received letters of congratulation from various parts of the country and a certificate from the Hole-In-One Club is likely to be forthcoming as a result of the publicity given to the feat.

CHARLES E. KELLY

Mr. Kelly is well-known in the trade, having been in the glassware business since 1912. When the United States entered the war, he enlisted in the Signal Corps and went over-seas with the 422 Telegraph Battalion. On his return from service he resumed his employment with Hagerty Bros. & Co.

Mr. Kelly lives in Maplewood, N. J., where he has won numerous trophies in golf, mostly in driving contests. At the recent F. E. M. A. tournament in Briarcliff Manor, he was one of the prize winners.

The Billy B. Van Soap Co., has opened a New York sales office at 171 Madison avenue, in charge of Jerry Baer, brother of "Bugs" Baer, the "catroonist," as he is sometimes called by friends who recall his early artistic efforts to compel pussycats to stand firm as models for features in his first cartoons.

John Regan has been named as general sales manager of the company with headquarters at the factory at Newport, New Hampshire.

The company is preparing to do an extensive advertising and billboard campaign on Pine Tree Soap in various parts of the country.

Charles J. Davey has joined the sales forces of Parfums Edouardo, Greenburgh, N. Y., and 20 Broad street, Manhattan Borough, this city. He will cover Massachusetts, Rhode Island, Maine, Vermont and New Hampshire. Mr. Davey formerly was with Vivaudou, Inc.

Following a long standing custom, Meyer Bros. Drug Co. recently gave a banquet at the Missouri Athletic Club to the 1926 graduating class of the St. Louis College of Pharmacy. Over one hundred were present and enjoyed the program of speeches and merriment. Short talks were made by Dr. H. M. Whelpley, dean of the College; Dr. C. E. Caspari of the faculty and Treasurer John C. Vaughan, Vice-President O. P. Meyer, Assistant General Manager S. B. Simpson of the firm.

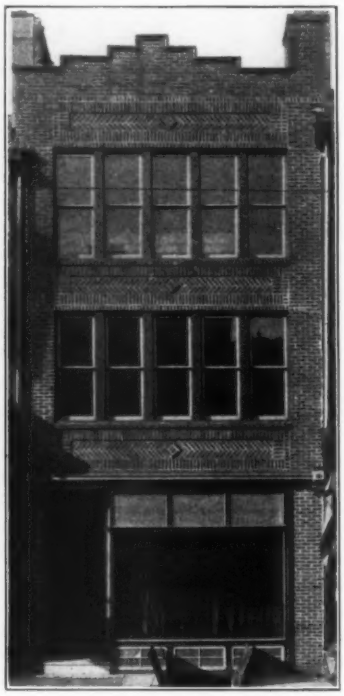
Lokant Manufacturing Co., Philadelphia, Pa., begins its fifth year in the toilet preparations field in the coming month of August.

In the last four years, the company has built up a substantial business in shampoos, disinfectants, sprays, and pharmaceuticals.

In addition, the company does analytical and research work, the laboratories being in charge of a chemist, a pharmacist and an assistant.

An idea of the progress made by the company is given in the accompanying illustration of the three story and basement building occupied exclusively by it.

The building contains approximately 6,000 square feet of space and aside from the second floor, which is used for offices and warerooms, the space is devoted entirely to manufacturing.



NEW HOME OF LOKANT CO.

John Uri Lloyd, former president of the American Pharmaceutical Association, was the speaker at a special meeting of the officers and faculty of the Philadelphia College of Pharmacy and Science, recently. The subject of his address was "Some New and Interesting Phases of Colloid Chemistry."

Los Angeles Soap Co., Los Angeles, Cal., has put into operation a copra crushing plant and henceforth will make its own cocoanut oil. The first shipment consisting of 1,000 tons of copra was received by the company recently from Singapore.

The plant now employs more than 400 persons, and has been operating since 1860. Its products are distributed throughout the western territory and the sales forces cover the eleven western states. Fifteen branches are now operated by the company.

William E. Swindell, one of the partners of Swindell Bros., Baltimore, Md., and manager of the New York office, returned with Mrs. Swindell on the *Tuscania*, June 15, from a three months' pleasure trip abroad. The trip included visits to the Azores, Sicily, Algiers, and the principal places of interest in Naples, Rome, Florence and Venice; and on their return they stopped at Paris where they met Mr. and Mrs. Chauncey Woodworth. Considerable motoring was enjoyed and before sailing Mr. and Mrs. Swindell visited the battlefields.

Offices and laboratories of the Synfleur Scientific Laboratories, Inc., Monticello, N. Y., will be closed entirely during the week from August 21 to August 30, in order to give the employees a vacation, according to an announcement in the Laboratories' insert between advertising pages 4 and 5 of this issue. Accordingly the company suggests that its customers arrange orders so that attention may be given them before the vacation period. The balance of the insert is devoted to brief but adequate descriptions of eighteen specialties which it offers.

Friends of Gaetano Naddeo of the American Perfumery Co., 188 Grand street, New York City, will be interested to know that he completed the course in perfumery raw materials given by Professor Curt P. Wimmer at the College of Pharmacy, Columbia University, with a most creditable record in scholarship. The course, which was taken by quite a number of serious minded men and women, came to a close early in June.

P. R. Dreyer, the popular essential oil man in New York City, left July 21 for Booth Bay Harbor, Me., where he will spend a well earned vacation enjoying his favorite recreations of golf and fishing.

The attractive insert of R. M. Krause, New York City, between advertising pages 144 and 145 shows actual examples of the stock labels the organization is now offering to the perfume and toilet preparations trade. A special leaflet containing samples and prices of other designs in the line of stock labels has also been issued and will be sent on request to anyone interested.

The essential oil brokerage business of George Uhe, 47 Fulton street, New York City, was discontinued June 30, and in its place a corporation was formed under the name of George Uhe, Inc. In the absence of George Uhe, who is on a protracted vacation trip with his family, his father, Edward Uhe, of Roosevelt, L. I., was elected president. A. C. Schoenewaldt was elected vice-president and treasurer, and B. Wellmann, secretary.

C. M. Brewster, professor of organic chemistry at the State College of Washington, is making an extended tour of the Orient in a study of the various grades of essential oils, and new sources of perfume materials. He is visiting Japan, China, and the Philippines on his trip, collecting samples for later study and testing.

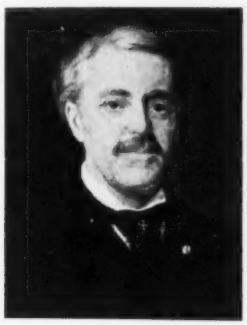
Perusal of the advertising pages is no less a real duty than scanning the text pages of this journal every month.

Eli Lilly & Co., Indianapolis, Ind., one of the foremost pharmaceutical companies in the country, observed its 50th anniversary in May.

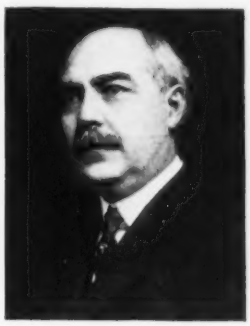
It is interesting to note that Col. Eli Lilly, founder of the business opened his small laboratory in the same month that Alexander Graham Bell announced the invention of the telephone, and also on the same day that the gates of the Philadelphia Centennial Exposition were swung open to the public.

The first pharmaceutical products offered by the company were made personally by Col. Eli Lilly on the site now occupied by the Indianapolis Chamber of Commerce. The business prospered from the first, and in 1881 it had grown so large that a branch was established in Kansas City, James E. Lilly becoming its manager.

J. K. Lilly, now president of the company, a son of Col. Lilly became identified with the business very early. After serving in the laboratories of the company, he attended the Philadelphia College of Pharmacy from which



COLONEL ELI LILLY
(Founder)



J. K. LILLY
(President)

he was graduated in 1882. He then returned to Indianapolis and became assistant laboratory superintendent and later superintendent. In 1883, Mr. Lilly introduced improved manufacturing standards for a few preparations, publishing them on the labels. The first price list, mentioning these products appeared in 1884.

In 1891 the site of the present laboratory was purchased and the business was incorporated. Three years later the policy of selling exclusively through wholesalers was adopted, and there has never been a departure from this principle.

When Col. Lilly died in 1898, J. K. Lilly succeeded to the presidency. The same year a branch was opened in Chicago and two years later another was opened in St. Louis. Four years, afterwards, a branch was established in New York in charge of C. J. Lynn, now secretary and general manager of the company. Increased business led to the opening a little later of branches in New Orleans and San Francisco.

The company owns the building at 81 Spring street, New York City, which was especially remodelled for its purposes in 1893. Edward Zink has been in charge of the New York branch since 1913, and the division extends from the Canadian border to Florida. Mr. Zink has been identified with the company for 29 years. The company is now erecting a new home for the New Orleans branch.

Eli Lilly, a grandson of Col. Lilly and eldest son of J. K. Lilly, is now second vice-president of the company. He attended the Philadelphia College of Pharmacy, from which he was graduated in 1907, and became general superintendent in 1909. A younger son, J. K. Lilly, Jr., was graduated from the University of Michigan in 1914 and joined the organization in that year.

Vanard, Inc., 30 West 24th street, New York City, is now in full production, making a complete line of toilet preparations, which are being demonstrated and sold largely in the West and Middle West.

Otto J. Cohen, formerly president of the Lady Esther Co. is now president of Vanard, Inc., which incidentally, was organized in November, 1925.

Dr. Edward R. Squibb, son of the founder of E. R. Squibb & Sons, New York, is shown in the accompanying illustration in the act of presenting $2,000 to Mrs. Jefferson Jenkins, of Tarboro, N. C., who was the first winner in the recent dental hygienic educational contest conducted by the firm. The second winner was Miss Lulu Belle Motley, secretary to Dr. Harvey M. Wiley, the food expert. Her honorarium was $1,500. These are only two incidents in the dental health campaign waged by E. R. Squibb & Sons. The total prizes amounted to $25,000 and the list of minor awards would fill a page or two if posible to print. Some of the prizes went to Canada, others to the West Indies and one to Spain. It is stated that 39,974 persons participated in the contest, which naturally does not represent the whole number interested, for the firm received approximately 125,000 letters asking for information and booklets. The feature is considered to have been very successful by its originators.

DR. SQUIBB PRESENTS PRIZE

Frank M. Prindle & Co., New York City, advise us that they have received a report from Paris to the effect that the Tribunal of the Seine, has handed down a decision in their suit against Maison Violet of Paris, holding that the agency contract between the Paris house and Frank M. Prindle & Co., was breached by Violet, and allowing damages and costs to Frank M. Prindle & Co.

Frank M. Prindle & Co., represented the Maison Violet for 35 years until 1925. They have since then arranged to represent Lerys, Paris, in this country.

"'Sin' (Registered), The Perfume of Mystery," is called "irresistible" in an advertisement issued by C. Tomlinson Dare, of Atlantic City, N. J. Church-goers, beware!

Raquel, Inc., New York City, has adopted the policy of printing the following directly under the name of the company in its advertisements: (Pronounced Rah-*kel*).

Maurice Cola, adjunct director of Th. Mühlethaler, S. A., Nyon, Switzerland, who came here early in May for a visit to the Orbis Products Trading Co., the firm's American representatives, made an extended trip to the West, where he reported finding business very good. He sailed from New York, July 3, for South America, whither he went on the interests of Th. Mühlethaler, S. A. Mr. Cola expects to return to the United States in January or February.

George L. Ringel, third vice-president of Fritzsche Brothers Inc., New York, with headquarters at Columbus, Ohio, writes from St. Johns, Newfoundland: "Not cool enough in the States so I have come up here among the icebergs."

George Harrison Phelps, Inc., Detroit, advertising, has been appointed advertising counsel for the Frederick K. Stearns Co., also of Detroit, pharmaceuticals and toilet preparations.

Manufacturers with large plants will be interested in the following item which is suggestive of possible application to their own business: The Monsanto Chemical Works has installed a typewriter telephone at its main office in St. Louis, connecting with the Monsanto acid and intermediate plant at East St. Louis, Ill. This novel invention, operated by the Bell System, enables messages to be transmitted immediately at the time of typing, to the receiving instrument at the other end. In keeping with other modern improvements at Monsanto, it is expected that this latest installation will assist materially in getting out an even larger percentage of orders the same day they are received.

C. A. Fulle, president of White Metal Mfg. Co., Hoboken, N. J., sailed on the *Homeric* July 1 for a business and pleasure trip abroad.

Jerome Alexander, of New York City, consulting chemist and chemical engineer, sailed for Europe on June 30. He may attend the meeting of the British Association for the Advancement of Science.

The Do-It Manufacturing Co., manufacturer of insecticide, dry cleaner and shampoo powder, of Chicago, has appointed Lucien M. Brouillette, advertising agency of that city, to direct its advertising accounts.

Scales & Lisner, Inc., 584 5th avenue, New York, has been partly reorganized. Leonard E. Lisner becomes president in place of A. Warren Scales, who resigned, but remains on the board. The third member of the board of directors is Harry G. Seaber. Parfumerie Rimmel, Paris and London, has added the Canada agency to that for the United States, where the New York firm has for some time held the exclusive Rimmel representation.

Ervin J. Weiss is the author of a series of articles on toiletries contributed to the New York *Evening World*. He uses the nom de plume of Renee de Nivre.

The Lever Bros. Co. has let the contract for an addition to the office building of the soap factory and American headquarters. It will be three stories and basement, 50x75 feet, and of fireproof construction, re-enforced concrete, with steel and brick.

Benson Storfer, president of the Storfer Laboratories, Inc., 3 West 29th street, New York City, importers of the Guimet line of perfumery, has purchased the Nymfaun Co., of Cleveland, manufacturers of the nationally advertised line of Nymfaun toiletries.

The manufacturing of the Nymfaun line will be continued for some time at Cleveland after which headquarters will be moved to New York. The present owners announce that they will continue to maintain the standards set by the former owner, the Pompeian Co. An elaborate and aggressive national advertising campaign has been mapped out and is expected to be in full swing this Autumn.

Ferdinand Buedingen Co., Inc., manufacturer of paper boxes for the perfumery trade, announces that it has moved to a new address, 20 Lowell street, corner of Martin street, Rochester, N. Y.

The offer of the Schulte Retail Stores Corporation for control of the American Druggists' Syndicate has been approved by directors of the latter company. They will recommend to stockholders that the offer be accepted when the latter meet to consider the proposal on July 30.

If the deal is approved by shareholders, the Schulte interests will take control for a period of ten years, guaranteeing to the syndicate stockholders during that time dividends of 6 per cent a year. The syndicate would retain its corporate identity throughout and at the end of the period a new agreement would be drawn up or the connection dissolved.

The American Druggists' Syndicate has outstanding $6,784,510 of capital stock of $10 par value. The company is both an operating and holding company. It was incorporated on March 26, 1910, in New York State, as successor to a company of the same name incorporated Nov. 2, 1905, under the laws of Rhode Island. The company manufactures family remedies, toilet artitcles, pharmaceuticals, perfumes and deals in drug sundries and chemicals.

Proctor K. Malin has resigned as president of the Solvay Process Co., a subsidiary of the Allied Chemical and Dye Corporation. It is understood, however, that he will continue as president of the Semet-Solvay Co., another subsidiary. G. N. Wells succeeds him on the Solvay Process board. At the offices of the Allied Chemical and Dye Corporation it was announced that these changes were a departmental matter calling for no public comment.

George F. Lang, who was for twenty years connected with the National Central Bank, of Baltimore, for some time past in the capacity of a vice-president, has resigned to become a vice-president of the Carr-Lowrey Glass Co., which operates a large plant at Westport, in the southwestern part of the city.

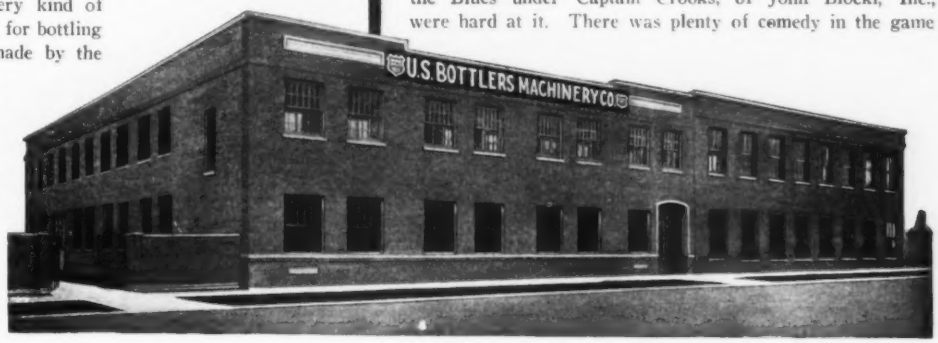
Norman V. Cavanaugh of the Randolph Paper Box Co., Richmond, Va., is visiting the trade in the New England and New York state territories in the interest of his company. While in New York City he made his headquarters at the office of W. John Buedingen, 82 Beaver street, representative for the company in this territory.

U. S. Bottlers Machinery Co. is now occupying its attractive new executive offices and enlarged factory building at 4015-4031 North Rockwell street, Chicago, Ill.

The completed building, which has been considerably increased in capacity by reason of a new addition, affords twice as much space for manufacturing purposes and for offices as did the previous quarters.

The addition was made primarily because of the desire of the company to have within its plant a complete, practical showroom where it would be possible to display its various machines in actual operation. Another object was to increase the assembling department.

Practically every kind of machine required for bottling and packaging made by the company is on display. Thus in the spacious room are shown bottle washers and sterilizers; filling machines; cappers; pasteurizers and coolers; cooling tables; belt conveyor tables and other equipment used in the modern bottlery.



ENLARGED HOME OF THE U. S. BOTTLERS MACHINERY CO., CHICAGO.

The enlarged quarters and the service which the company is prepared to render to its customers were described in the June issue of *Bottling and Packaging Engineer*, the attractive house organ of the company. This is printed in two colors and contains illustrations of bottling machinery and equipment as well as some interesting articles and cartoons of a general nature.

The Prophylactic Brush Co. announced recently that profits for the first five months of 1926 nearly amounted to the full year's dividend requirements on the 12,583 shares of 6 per cent preferred stock and the regular $2 rate on the 100,000 shares of common. With sales for the past five months of 1926 running substantially ahead of those for the corresponding period in 1925, the company expects that, by the close of June, its earnings will have exceeded its regular dividends, totaling $27,498 on both classes of stock for the full year.

Raymond Deyo, representative of the New York Quinine & Chemical Works, is on a two months' trip through the South. He planned to attend the convention of the Texas State Pharmaceutical Association, at Dallas.

Grecian Chemical Co., Inc., announces that it has moved into its new modern factory at the south-west corner of Garnet street and Indiana avenue, Philadelphia. New equipment has been installed and the company's facilities have been largely increased.

Miss Dorothy M. Miller, formerly with the Park & Tilford 58th Street Store, now has charge of the toilet articles department in the new Park & Tilford store located at 341 Madison avenue, New York City.

CHICAGO

CHICAGO, July 15.—A jolly crowd of members of the Chicago Perfumery Soap & Extract Association left the corner of Franklin and Wacker Drive about 11:30 a. m. on Wednesday, June 16, for Chateau Des Plaines at Lyons, Ill., to take part in the annual stag picnic of the organization. A fine luncheon was put before them when they arrived at the picnic grounds about an hour later and then after the eats were put away the fun began.

The baseball bugs got busy and soon the Reds under Captain Hadley of the International Trade Exchange and the Blues under Captain Crooks, of John Blocki, Inc., were hard at it. There was plenty of comedy in the game but Christiansen of the Pfizer organization showed them he was an understudy of Babe Ruth by knocking three home runs which caused a lot of excitement and almost won the game for his side. The fine pitching of Captains Crooks and Hadley was another feature of the game and as a result it was called in the eighth inning, owing to darkness and the game was called a tie by the umpires.

At horseshoes, other experts labored and Filmer and Fetzner, of Monsanto Chemical Works, found plenty of opposition in the Hadley and Crooks combination who finally won with a score of 21 to 20 points. As Filmer brought the horseshoes out he should have won, but what is a fellow going to do when his throw pulls the peg out of the ground?

At cards and other pastimes, the rest of the folks labored and played and while the winnings were not heavy, all reported much interest and sport was had by all who participated.

About six the dinner bell sounded and the boys who had worked and played all afternoon were good and hungry so the chicken and other eats were soon put away and then Fetzner won the box of cigars with his lucky number. Several of the members who were unable to get away for the afternoon sports were on hand for the big eats and a good time was had by all. Several of the old timers failed to show up for the festivities and the following is a variety of excuses given by the delinquents:

Don Clark and Arthur Fortune, two popular members, said they were detained by social affairs; Roy Downs never arrived and he was partly responsible for the Illinois Glass Co.; A. C. Drury was too busy getting things in shape for his new combination with Suddard. Richards, of Hazel Atlas, was seen on the way, but he never arrived and he was partly responsible for the entertainment of the day. They are still trying to find out

why he did not show up. Euclid Snow, of the Mallinckrodt Chemical Works, vice-president of the association, had to do the honors instead of President Freundt, of the club, who was kept at home by a bad cold, and the boys sure missed him too.

Some of the real baseball enthusiasts played another game after the big eats but they made it short as darkness put a stop to the fun. Everybody had a good time and voted that A. G. Schneider, of Victor Chemical, chairman of the entertainment committee, was some "bear" at getting up picnics.

Ray A. Morris, the popular Mid-West representative of the Orbis Products Trading Co., of New York, has been captured by Cupid. Cards just issued by Mr. and Mrs. Daniel Joseph Velliquette announce the marriage of their daughter Mercedes Mary to Mr. Morris on Monday, June 21, 1926 in Chicago. At home after July 10 at 1424 Wilson Avenue.

Mr. Morris is one of the live members of the Chicago Perfumery & Extract Association and was first prize winner in the recent bowling tournament.

RAY A. MORRIS

H. E. Lancaster, chief chemist for Marshall Field & Co., in charge of manufacturing of cosmetics and toilet goods for the company, has returned from a two months' trip abroad. He spent some time in Holland, Germany, Paris, Geneva and Lyons. He inspected the flower fields at Grasse and Cannes and then went to England where he visited relatives for several days before returning to this country. He reported a dandy trip and got back in time for the big outing of the Chicago Perfumery, Soap & Extract Association.

The last regular monthly meeting and luncheon of the Chicago Drug & Chemical Association for this season was held June 24 at the Hamilton Club. The meeting was very well attended and the speaker was Douglas Malloch, who took for his subject "Some Sinners I Have Met." Mr. Malloch found a most appreciative audience and his address was punctuated by laughter and applause from his hearers. His talk was a combination of humor and force intermingled with several of his widely known poems. He created a feeling of true fellowship and left behind much practical inspiration.

Two new members were voted on and accepted at the meeting: Walter H. Garasha, with W. M. Welch Mfg. Co.; A. G. Schneider, with Victor Chemical Works.

After the regular meeting the Golf Auxiliary made its final arrangements for the golf meet on June 29 at Bay Oaks Golf Club. Thirty-five members have joined the Golf Auxiliary.

The next regular monthly meeting of the Association will be the last Thursday noon of September.

John Blocki, president of John Blocki & Son, 1349 South State street, on June 17, celebrated his 81st birthday as the luncheon guest of the Veteran Druggists' Association. The day also marked his sixtieth year as an independent business man, a record for Chicago, his friends say.

Many events have passed before the veteran's eyes during the last sixty years' but the one occasioned by Mrs. O'Leary's cow remains most vivid in his memory.

"When the fire occurred," Mr. Blocki relates, "I had a shop at 20 South Market street, and by the time the fire had passed there was scarcely a brick left. What was worse, I carried practically all of my insurance with Chicago companies which went bankrupt after the fire."

Mr. Blocki has one daughter, two grandchildren and one great-grandchild living. His son, the late Fred W. Blocki, was president of the board of review, commissioner of public works and city treasurer under Carter H. Harrison.

In spite of his advanced years Mr. Blocki is in excellent health and spends six hours of every day in his office. He has been honorary president of the veteran druggists for many years.

The C. I. Togstad Company, manufacturers of toilet goods will build a new factory at Kokomo, Ind., having taken over the south unit of the Apperson Building in that city.

The Liberty Sales & Mfg. Co., now located at 1714 West Polk street manufactures a line of hand soaps under the trade names of Carbo and Bingo. P. E. Kamins, sales manager, reports the outlook for business as good.

The Peach Bloom Co. has moved from 3250 Odgen avenue to 208 North Wells street and the manager, L. P. Stein, reports the demand for the product from the trade as showing a healthy increase.

The Bellco Co., St. Paul, is pushing sales of the Radio Girl brand of perfumes in the Chicago territory.

The Walgreen chain of drug stores, which features cosmetics and perfumes in most of its stores, has opened a store at 100 in the Capital Building at State and Randolph streets.

This organization has been built up during the last ten years until today it is one of the largest retail outlets for cosmetics and toilet goods in the Mid-West.

D. A. Bennett, of Albert Verley, Inc., has returned from a southern business trip and reports the business outlook as promising.

H. L. Erminger has been named as Chicago representative of the Karl Pauli Corporation and is making his headquarters at 30 South Michigan avenue.

Dedicated to the Man Who Guesses His Costs

(An editorial inspiration with apologies to no one.)

One, two, three, four, five, six, seven,
All good guessers go to heaven;
When they get there, they will yell,
"We sent business straight to ——."

—From Shears.

BOOK REVIEWS

(Copies of Books Reviewed in this Column, and Other Works Useful to Our Readers may be Obtained through the Book Department of THE AMERICAN PERFUMER & ESSENTIAL OIL REVIEW, *14 Cliff street, New York.)*

DIX ANS D'EFFORTS SCIENTIFIQUES ET INDUSTRIELS (TEN YEARS PROGRESS IN SCIENCE AND INDUSTRY), 1914-24. Large square quarto, 1,550 pages. Edited by Jean Gerard and published by the Société de Chemie Industrielle, 49 rue des Mathurins, Paris, France.

This is one of the most important and close to date publications in this sphere that we recall at the moment. It is a large volume and it contains a wonderful flow of information regarding innumerable phases of our own and allied industries. These cardinal chapter headings given below do not at all reveal the whole scope of the work, except as to general classification:

Evolution of the Science; Scientific and Technical Progress; the Industrial Effort of France; French Economic Equipment and Organization.

There is practically no subject of interest that is not treated adequately in this book. There is an ample chapter on essential oils and synthetic perfumes by Justin Dupont. Natural perfumes form the subject of a long and interesting contribution by Georges Chiris. Resins are cared for by M. Dupont, professor of the Faculty of Science at Bordeaux. Fats, Oils, Soaps and Stearine are grouped in a chapter by M. Padova, director of information of the Institute of Fats, Marseilles.

It is impossible on account of space limitations to give an extensive review of this book of more than 1,500 pages, for mere mention of the topics treated specifically would fill more than a page. It is sufficient to say in connection with our own industries that the chapters on the fabrication of synthetic perfumes, the manufacture of aromatic materials and the development of the natural sources of perfumes are treated with extremely interesting vision. The natural productive phase of perfume flowers is illuminated with color inserts. Taken altogether *Chemie et Industrie*, the official monthly journal of the Société de Chemie Industrielle is to be congratulated on having produced such an important survey of chemical and allied trade conditions with so close attention to timeliness.

(The book was issued on an advance subscription basis. The sales price in May, 1925, was 200 francs for advance orders. A readjustment on account of the franc exchange may be necessary for any new orders for the book.)

ELEMENTS OF INDUSTRIAL CHEMISTRY, Allen Rogers. Octavo, 5½ x 8½ inches; 680 pages; 138 illustrations. Maroon cloth covers. Second edition, D. Van Nostrand Co., 1926. Price $4.50.

The author is supervisor of the Industrial Chemical Engineering Course and head of the Department of Industrial Chemistry at Pratt Institute, Brooklyn, as well as lecturer on Industrial Chemistry at Columbia University.

The work is an abridgement of the Manual of Industrial Chemistry written by forty eminent specialists and edited by Professor Rogers. The book aims to cover the chemical industries in a general manner and is intended for the use of students of industrial chemistry who wish to gain a knowledge of manufacturing operations without going too deeply into the theoretical consideration of the subjects.

An idea of the contents of the book may be had from the following chapter headings: General Processes; Water, Its Uses and Purification; Fuel and Power Generations; Sulphuric Acid; Nitric Acid; Elements and Inorganic Compounds; Ceramic Materials and Products; Pigments and Paints; Fertilizers; Illuminating Gas; Coal Tar and Its Distillation Products; The Petroleum Industry; The Destructive Distillation of Wood; Oils, Fats and Waxes; Lubricating Oils; Soap, Soap Powder, and Glycerine; Laundering; Essential Oils and Perfumes; Resins, Oleo-Resins, Gum-Resins; Gums and Turpentine; Rubber and Related Gums; Varnish; Sugar; Starch, Glucose, Dextrine and Gluten; Textiles; Dyestuffs and Their Application; The Paper and Cellulose Industries; Explosives; Leather; Glue, Gelatine and Casein.

THE SYNTHESIS OF BENZENE DERIVATIVES, Stanley C. Bate, B. Sc., F. I. C. Octavo, 6 x 9 inches; 229 pages. Graphical formulas. Maroon cloth covers. D. Van Nostrand, 1926. Price $6.

This book aims to give in a short and concise form, the various methods available for the synthesis of derivatives of benzene. The description of methods of preparation is brief in most cases and is made more extensive only where, by some reason of wide applicability or novelty, the author deemed that the subject merited more elaborate treatment. Care has been taken to bring the book up to date, and results published up to April, 1925, have been included. Graphical formulae add much to the value of the book.

An idea of the contents may be had from the following chapter headings: Hydrocarbons; Nitro Compounds; Primary Amines; Secondary and Tertiary Amines; Diazo Compounds; Nitroso, Azoxy, Azo and Hydrazo Compounds; Halogen Compounds; Sulphonic Acids; Sulphinic Acids; Sulphones; Sulphoxides; Sulphides and Thiophenols; Derivatives of Thiourea; Phenols; Phenol Ethers; Alcohols; Aldehydes; Ketones; Aromatic Carboxylic Acids; Chlorides and Anhydrides; Amides; Esters; Nitriles; Isonitriles, and the Thiphenyl Methane Group.

INTERMEDIATES FOR DYESTUFFS, A. Davidson, B. Sc., A. I. C. Octavo, 7 x 10 inches; 256 pages; graphical formulas. Green cloth covers. D. Van Nostrand Co., 1926. Price $11.

The author is known to most chemists as co-author of "Industrial Application of Coal Tar Products," and in the present work takes up the following subjects: The Chlorobenzenes and Their Derivatives; Nitrobenzene and Its Derivatives; Aniline and Its Derivatives; Benzenesulphonic Acids—The Phenols and Their Derivatives; The Nitrotoluenes and Their Derivatives; the Chlorination and Sulphonation of Toluene; Xylene Derivatives; Naphthalene Derivatives—A Preliminary Survey; Nitronaphthalenes and Their Derivatives; Naphthalenemonosulphonic Acids and Their Derivatives; Naphthalenedisulphonic Acids and Their Derivatives; Derivatives of B-Naphthol; Phthalic Anhydride and Its Derivatives; Anthracene and Anthraquinone Derivatives; Stabilized Diazo Compounds; Miscellaneous Intermediates.

Charts which amplify the text are included on the following: Chlorobenzenes and Their Derivatives; Nitrobenzene and Its Derivatives; Aniline and Its Derivatives; Benzenesulphonic Acids and Phenol Derivatives; Nitrotoluenes and Their Derivatives; Derivatives of Toluene by Chlorination

and Sulphonation; Nitronaphthalenes and Their Derivatives; Naphthalenemonosulphonic Acids and Their Derivatives; Naphthalenedisulphonic Acids and Their Derivatives; Derivatives of B-Naphthol; Derivatives of Phthalic Anhydride; and Derivatives of Anthracene.

A general index, an index of operations and an index of abbreviations add to the completeness of the work.

AMERICAN MANUFACTURERS OF TOILET ARTICLES, Proceedings of the Thirty-Second Annual Meeting, Biltmore Hotel, New York, May, 1926.

The essential parts of the proceedings, with lists of officers and members are given in a neatly printed pamphlet of 36 pages. The first page is devoted to the Declaration of Principles of the association. Copies may be had on application to the headquarters of the association, 305 Broadway, New York City.

NEDERLANDSCHE BOND VOOR DEN HANDEL IN VETTEN, OLIEN EN OLIEZADEN. Year 1925; 80 pages in pamphlet form. Secretariaat: Witte de Withstraat, 22, Rotterdam, Holland.

This is the annual report of the conditions, investigations and statistics concerning and of interest to the fats, oils and grease industry in the Netherlands. It is printed in the Dutch language.

NEW PUBLICATIONS, PRICE LISTS, ETC.

ROSSVILLE ALCOHOL TALKS, Booklet No. 19, June, 1926, issued by the Rossville Co., Lawrenceburg, Ind., treats of "Alcohol in the Perfume Industry." It is interesting and copies can be obtained on request.

GEORGE LUEDERS & CO., 427 and 429 Washington street, corner of Vestry street, New York City, have distributed their June-July wholesale price list, containing sixteen pages. Essential oils, aromatic chemicals, fine drugs, olive oil and numerous other products handled by the company are quoted. Particular attention is called to the musk and civet specialties which are offered.

NEUMANN-BUSLEE & WOLFE, INC., 224-230 West Ontario street, Chicago, have issued their July wholesale price list of essential oils, aromatic chemicals and other raw materials for the use of perfumers, soap manufacturers and allied industries. Certified colors and flavoring specialties also are quoted.

W. J. BUSH & CO., INC., 370 Seventh avenue, New York City, have issued their June, 1926, wholesale price list of essential oils, aromatic chemicals and other raw materials for the use of perfumers, soap makers and allied manufacturers. Synthetic perfume bases, flower oils, liquid absolutes, fruit ethers, oleo resins, natural and artificial fruit flavors, emulsions, concentrated fruit juices, confectioners' fruit pastes, food colors, and drugs and sundries are listed in the 36-page list.

STANDARD ESSENTIALS CO., 137 Varick street, New York City—Price list just received quotes natural and artificial flower products, aromatic chemicals and essential oils handled by the company. It contains eight pages and each product is properly classified in alphabetical order under its appropriate grouping.

E. M. LANING, CO., INC., 78-80 Greenwich street, New York, N. Y., has issued a new wholesale price list for June. It contains 16 pages of matter and lists products of H. Euziere & Co., Grasse, France; Parosa Issy-les Moulineaux (Paris) France; and Chas. Lacour, Paris, France. The price list includes a comprehensive number of natural and synthetic raw materials for perfumers, soap makers and manufacturers of toilet preparations.

MORANA INCORPORATED, 61-63 Vandam street, New York City, have issued a price list for July and August of raw materials for perfumes, soaps and flavoring extracts. The list consists of 12 pages and included with it is a postal card to facilitate the ordering of samples of products ennumerated so completely. Accompanying the post card is a special invitation to send for generous working samples of any items of interest. In addition to its own long list of products, the company lists those of Salv. Di Dco. Rognetta, Reggio-Calabria, Italy, citrus oils; Christo Christoff, Kazanlik, Bulgaria, otto of rose; and Bruno Court, S. A., Grasse, France, natural floral oils. Descriptive paragraphs pointing out features in many of the specialties add much to the interest and value of the price list.

BEEKMAN STREET HOSPITAL 1925 ANNUAL REPORT has been received. In it is given a succinct statement of the work of the hospital and the scope of its activities. About 300 city blocks are included in its ambulance district and in the last year, 47,181 emergency treatments were given and 1,454 patients were admitted for more than eight hours. These figures do not indicate fully the extent of the service performed by the hospital, but to adequately describe it would require more space than is available. The hospital is a district hospital for a population of about 30,000 families in downtown New York and serves that population only. Its work is conducted on broad lines and the report gives ample evidence of its usefulness.

DAVID BERG INDUSTRIAL ALCOHOL CO., Philadelphia, Pa., has sent to the trade the following interesting circular:

"We have recently completed in Philadelphia a new addition to our distillery which, in doubling our capacity, makes us one of the largest independent distilleries in the United States. Our method of double distillation enables us to make the finest alcohol that can be produced. Chemicals used in our special denatured alcohols are the highest grade that can be procured and all are passed by chemical experts appointed by the United States Government. Our prices are as low as the lowest consistent with quality.

"We carry in our New York warehouse large stocks of all formulas. This means service to you, as all orders are delivered the same day as received. The management of our New York City warehouse is under the direction of A. H. Selling, who is one of the oldest alcohol men in the business. He is well known for his knowledge of all Government regulations and his ability to serve, help and advise you in all Prohibition matters.

"We have also a Washington representative who will look after your samples which from time to time you may want approved. This is done without any expense to you. Come in, see our Mr. Selling, and let him help you get the best at the lowest price. If you cannot call, telephone us at Watkins 8430 and we will call on you."

One of the Thrills of Trade

A salesman gets the same thrill from landing orders that a farmer gets from harvesting fruit and grain.—*Tindeco Magazine.*

IN MEMORIAM FOR DEPARTED FRIENDS

BERNINGHAUS, EUGENE, president of the Eugene Berninghaus Co., barber supplies dealers, Cincinnati, July, 1924.

BUSH, ALEXANDER, of W. J. Bush & Co., Ltd., London, July, 1908.

BUSH, ALFRED JOHN, eldest son of A. W. Bush, of W. J. Bush & Co., Ltd., London, killed in action while serving as Second Lieutenant, Ypres, July, 1917.

CALISHER, NATHAN, of Oakley & Co., perfumers, New York, July, 1916.

CHAPMAN, GEORGE W., president of Chapman & Rodgers, Inc., perfumers, Philadelphia, Pa., July, 1914.

DUNN, THOMAS B., perfumes, Rochester, N. Y., July, 1924.

GASKILL, G. M., Gaskill Chemical Corporation, Brooklyn, N. Y., first life member of THE AMERICAN PERFUMER'S clientele, Brooklyn, July, 1919.

GATTEFOSSÉ, ABEL, commercial director of Gattefossé & Fils, Lyons, France, killed in action July, 1916.

GOSNELL, CHARLES PERCY, chairman of John Gosnell & Co., Ltd., London, July, 1925.

HOGUE, JAMES T., retired soap manufacturer, Baltimore, Md., July, 1915.

JENNINGS, WILLIAM H., for 50 years with the Jennings Mfg. Co., perfumers, Grand Rapids, Mich., July, 1922.

KOKEN, CHARLES E., barbers' supply merchant, St. Louis, Mo., July, 1915.

LAFFITTE, GABRIEL, Grasse, killed in action, July, 1918.

LIMBERT, J. N., president of J. N. Limbert & Co., importers of vanilla beans, Philadelphia, July, 1922.

MELLEN, EDWIN D., long engaged in soap manufacturing industry in New England, Cambridge, Mass., July, 1918.

METZ, E. C., Palmetto Soap Co., Charleston, N. C., July, 1908.

OSBORN, ADOLPHUS, long head of the soap supply house of A. Osborn & Co., Boston, Mass., July, 1917.

POWELL, WILLIS J., soaps, St. Louis, Mo., 1912.

PRICE, DR. VINCENT C., founder Price Flavoring Extract Co., Chicago, July, 1914.

RALSTON, HUGH W., secretary and treasurer of the Warnock & Ralston Soap Co., Rock Island, Ill., July, 1917.

SCHAEFFER, GEORGE, president of the Schaeffer Bros. & Powell Mfg. Co., St. Louis, soaps, etc., July, 1918.

SHERMAN, GEORGE E., president of George E. Sherman Co., mill soaps, oils, etc., Brooklyn, July, 1922.

STILWELL, LT. T. V., secretary of Arthur A. Stilwell & Co., New York, killed in action, Vierzy, July, 1918.

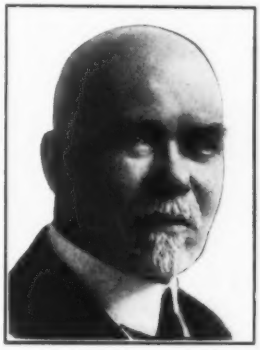
OBITUARY NOTES

Dr. Daniel Base, head of the laboratory and research department of Hynson, Wescott & Dunning, pharmaceutical manufacturers, Baltimore, died June 17, after an illness of some months. He was fifty-six years old.

G. Frank Baily, president of James Baily & Sons, wholesale druggists, Baltimore, died July 5 at his country home after a short illness. He was the son of the late James Baily, and Martha Wood Baily, and had been connected with the house founded by his father for fifty-three years. He served a term as president of the Baltimore Drug Exchange Bureau of the Baltimore Association of Commerce and was one of the board of managers of the latter body. He held various other positions and took an active interest in the business and financial affairs of Baltimore. A widow and two sons, Thomas Carey Baily and James Baily survive.

DR. HENRY M. WHELPLEY

Dr. Henry M. Whelpley, one of the best known and most popular men in pharmacy, former president of the American Pharmaceutical Association, Dean of the St. Louis College of Pharmacy and secretary of the United States Pharmacopoeial Convention, died suddenly June 26 at Kansas City. He had just attended the meeting of the Missouri Pharmaceutical Association, of which he had long been a member and officer and took part in its activities with his usual vim and enthusiasm.



DR. HENRY M. WHELPLEY

Dr. Whelpley was born in Battle Creek, Mich., May 21, 1861, the son of a physician. He was graduated in both medicine and pharmacy but preferred the latter profession, although he served on the faculties of both medical and pharmaceutical schools. He had been a member of the United State Pharmacopoeial Convention since 1890 and secretary of the trustees since 1910.

In the spring of 1925 Dr. Whelpley received the Remington honor medal. He was president of the American Pharmaceutical Association in 1901 and for 15 years was its treasurer. He held the record for attendance at its annual conventions, last year's having been his forty-fourth.

For thirty years among his other activities Dr. Whelpley was editor of the *Meyer Druggist*, which became an influential pharmaceutical journal while still functioning as a house organ for the Meyer Brothers Drug Co., of St. Louis.

Stephen M. Sargeant, Sr.

Stephen Mortimer Sargeant, 81 years, for many years a resident of Worcester, Mass., and widely known as a manufacturer of flavoring extracts, died June 18 at his home, 107 June street. He was born in Franklin, son of Charles A. and Sarah Sargeant and leaves a son Stephen M., Jr.; a daughter Maud I. Smith of Mansfield, O.; three grandchildren, and a brother, Lavander D., of North Brookfield.

S. M. SARGEANT

He was a member of Mount Zion lodge, A. F. & A. M., Barre; Eureka Royal Arch Chapter; Hiram council, R. & S. M.; Worcester County Commandery, K. T.; Stella chapter, O. E. S.; Worcester Chamber of Commerce and Worcester council, United Commercial Travelers of America.

The funeral service was held in the home, Rev. Fenwick L. Leavitt of All Souls' Universalist church, officiating. Burial was in West cemetery, Oakham.

Mr. Sargeant established his business, the Stephen M. Sargeant Co., in 1865 in Oakham, manufacturing fruit

flavoring extracts and toilet requisites. He formed many pleasant business acquaintances through Massachusetts during his 54 years on the road for his own firm. As his business grew he moved to Worcester in 1894, opening a laboratory at Main and Lowden streets. A few years later he built a residence and laboratory at 81 June street, where his business is still conducted. His son Stephen M. Sargeant Jr., bought his business in 1920 and incorporated it under the laws of Massachusetts in the name of the S. M. Sargeant Co., Mr. Sargeant Sr., was elected president of the new corporation, holding the position until his death.

The firm has long been a member of the Flavoring Extract Manufacturers' Association of the United States and its recent Briarcliff meeting was attended by Mr. Sargeant, Jr., who writes of his bereavement:

"After my return from the Briarcliff convention my good father passed away most suddenly, having been ill only two days. It was a great shock, coming so suddenly, although we knew, he having reached the good age of 81, that he could not be with us many more years.

"Father was a most ardent supporter and subscriber to THE AMERICAN PERFUMER, having subscribed to it for many years, and he always read each issue from cover to cover with sincere interest."

Hermon N. Kimball

Announcement is made of the sudden death on May 12 of Hermon N. Kimball, president of Kimball Bros. & Co., Inc., manufacturers of flavoring extracts and toilet preparations, Enosburg Falls, Vermont. The firm is a member of the Flavoring Extract Manufacturers' Association of the United States and general regret was expressed at the last meeting by those who missed the presence of J. O. Kimball, who has often represented the firm at conventions, but who was unable to attend on account of the sad event.

Mrs. Rose Dora Ungerer Stallman

Mrs. Rose Dora Ungerer Stallman, widow of Arthur Charles Stallman and mother of Arthur C. Stallman, Jr., died at her home in Mount Vernon, N. Y., June 22. Funeral services were held there on June 24.

Mrs. Stallman was the daughter of the late W. P. Ungerer, founder of Ungerer & Co., essential oils, New York City, and sister of William G. Ungerer and Frederick H. Ungerer, who now constitute the firm. Her late husband was head of the wholesale crude drug firm which continues to bear his name.

"SEND THE BEGGARS AWAY"

A reader who says he endorses the saner-letter campaign of *Nation's Business* has sent to it the following verse by Carolyn Wells:

They beg to inquire and they beg to state,
They beg to advise and they beg to relate:
They beg to observe and they beg to mention,
They beg to call your kind attention;
They beg to remark and they beg to remind,
They beg to inform and you'll herein find;
They beg to announce and they beg to intrude,
They beg to explain and they beg to include,
They beg to acknowledge and they beg to reply,
They beg, and they beg, and they beg, oh why!
They reluctantly beg for a moment of time,
They beg to submit you an offer sublime;
Till I wish I could put the annoying array
Of beggars on horseback and send 'em away.

NEW INCORPORATIONS

NOTE.—*Addresses are given, so far as they are available, to the incorporators. Otherwise, letters or other first class mail may be sent in care of attorneys or trust companies, endorsed with requests to* "PLEASE FORWARD."

Rovy Securities, Manhattan Borough, New York City, 30 common, no par; R. Wander, R. Fichtel, A. F. Ryan. (Attorneys, Frackman & Robins, 51 Chambers street.)

Madame Rose Vivaudou Beauty Shops, $1,000,000; same as preceding.

Rene Renaud, Newark, N. J., teach beauty culture, $125,000 in preferred and 5,000 no par common; Eldridge H. Brooks, East Orange; Alice L. Campbell, Bloomfield; Wm. H. Perrine, Newark. (Attorney, Theodore D. Gottlieb, Newark.)

George Uhe, Inc., Manhattan Borough, New York City, flavoring extracts $20,000; E. Uhe, A. C. Schoenewaldt, B. Wellman. (Attorney, C. E. Peterson, 34 Nassau street.)

Parfumerie Armin Degener, Manhattan Borough, New York City, make perfumeries, $20,000; A. Degener, E. Watkins, K. Goldstein. (Attorneys, Brown & Falkinburg, 342 Madison avenue, New York.)

Pichel Products Co., Manhattan Borough, New York City, make essences, $10,000; L. M. Brace, R. Pichel, G. K. Brown. (Filed by Pellet, Fay & Rubin, 233 Broadway.)

Diana Products Corp., Manhattan Borough, New York City, toilet preparations, $10,000; M. J. Landsman, S. Shufro, H. W. Grossman. (Filed by Landsman & Shufro, 803 Times Building.)

Cook Swan & Young Corp., Elizabeth, N. J., deal in oils, greases, etc., $1,500,000; Gilbert P. Smith, Dennis E. Bergen, New York City; J. Howard Smith, Atlantic Highlands. (Attorney, William E. Foster, New York City.)

Parisian Youth Co., Brooklyn, N. Y., perfumes, $25,000; E. Fazio, V. Li Mandri, F. Rizzo. (Filed by H. Greenblatt, 1133 Broadway, Manhattan.)

Prince Mathabelli Perfumery, Manhattan Borough, New York City, 1,000 shares, $100 each, 1,000 common, no par; P. G. Matchabelli, H. A. Johnston, M. C. Leibell. (Attorneys, Gibboney, Johnston & Schlechter, 49 Wall street.)

Contoure Laboratories, Manhattan Borough, New York City, beauty lotions, 100 shares, $100 each; 100 common, no par; J. Rattiner, E. Geschwamter, I. Springer. (Attorneys, Moers & Rosenschein, 280 Madison avenue.)

Phillippino Co., Mapleshade, N. J., manufacture toilet preparations, $20,000, has been incorporated in Delaware. (Capital Trust Company of America.)

Jarvaise Perfumery, Wilmington, Del., manufacture, $300,000. (Corporation Service Co.)

Parfums Boue, Manhattan Borough, New York City, toilet articles, $100,000; J. M. Lupus, A. Muscovici-Rogers, A. A. Arditti. (Attorney, S. M. Ostroff, 233 Broadway.)

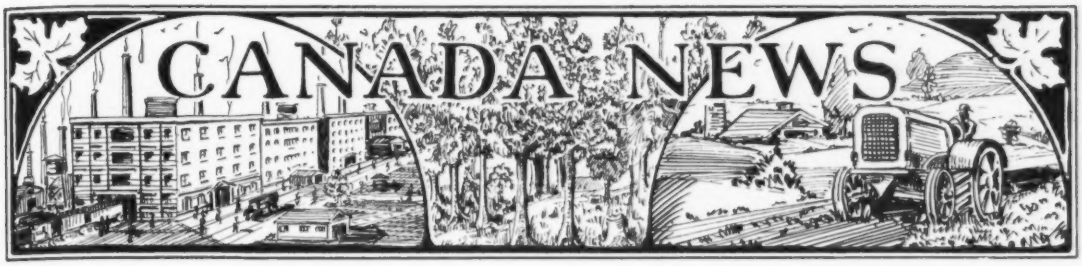
Anjou Trading Co., Manhattan Borough, New York City, make perfumes, 100 common, no par; G. M. Holdner, A. Kaufman, S. Kaplan. (Attorney, H. Gittelson, 25 West 43d street.)

Silence

You have not convinced, nor converted, a man because you have silenced him. Mistake not his silence for approval or consent.—*Silent Partner.*

Worth Reading

Besides carefully scanning the text pages of this journal every month our readers will find much information, usually of considerable value, in the advertising announcements.



MONTREAL

MONTREAL, July 17.—The belated summer holiday season is here at last, a month overdue, but in full swing now, despite still none too favorable weather conditions. The holiday resorts are fairly full, and the country trade of the wholesale druggists, perfumery and cosmetic dealers and manufacturers has brightened proportionately.

Country business is generally estimated not quite so good as a year ago, but good none the less. The city of Montreal is well filled with tourists, and the retail trade in the centre of the city is picking up a good deal of money from their passing custom. On the whole, no one is really dissatisfied with business conditions, and the chances are they will get better still as the summer wears on.

National Drug and Chemical Co., makers of "Nadruco" products, report that they are enjoying a considerable increase in business, as compared with the opening months of 1925, but the bulk of the improvement, they note, is in the western. There is improvement all over, however.

Canadian Industrial Alcohol, Ltd., report a substantial improvement in their business this year. Their financial year closes on September 30, and the report will show a big increase in earnings. In the first four months of the current year they had earned their dividends and that rate of earning has been maintained ever since.

Stuart Brothers, distillers of essential oils, etc., Montreal, announce the opening of a western branch at Winnipeg, with L. W. King in charge. The branch is located in the Scott Bathgate Building, 149 Notre Dame avenue, East, Winnipeg. Telephone: 22151. Mr. King has made a special study of the lines, has had a long experience and is posted on market conditions.

The property occupied by Liggett's Rexall Drug Stores, Ltd., at 423 St. Catherine street west, Montreal, has been bought by Louis K. Liggett, Ltd., from its former owner, the Archibald McGoun estate, at a price of $200,000.

The Dr. Leduc Drug Co., Ltd., has purchased from the Durand estate, the property at 1414-22 Bleury street, Montreal, including dwellings on a private street at the rear, at a cost of $125,000. The drug company is understood to intend to build a four or five story office and store structure on the site, to house their own head offices and principal store.

Charles E. Frosst, of the chemical manufacturing firm of that name, accompanied by Mrs. Frosst and family, has gone to Lake Sumatee, N. H., for the summer. They will come back at the end of August.

TORONTO

TORONTO, July 17.—General business conditions throughout Canada are slowly improving, and this condition applies with more than equal force to the perfumery and toilets goods trade. All manufacturers and distributors of toilet sundries report business good, with no let up in demand because of the coming of summer.

The holiday season while it has made for the taking away from town of a few of the principals in the perfumery business has still put a little extra work on those left behind.

Mr. Andrews, sales manager for the Richard Hudnut lines is away at present spending a little holiday and preparing through rest for the autumn and winter months.

The employees of Richard Hudnut, Ltd., held their annual picnic and games at Eldorado Park, west of the city, during the last week in June.

M. R. Dormitzer, in charge of the foreign departments for the Melba Co., is expected to come to Toronto from Chicago soon to look over the lcal plant. Mr. Armstrng, superintendent of the local factory, is leaving the company at the end of July and intends making his home in Rochester, N. Y. One of Mr. Dormitzer's duties will be to appoint a new superintendent.

A. R. Poole, Canadian manager for Parfumerie Ed. Pinaud, and H. S. Garlick, manager of Canadian Boncilla Laboratories, journeyed last week from Toronto to Ancaster to attend the annual picnic of the Hamilton retail druggists. Mr. Poole says they had a "whale of a time."

Rumor has it that some of the firms that enlisted as members of the P. A. T. A. have since withdrawn, awaiting to see the outcome of the success or otherwise of the movement.

The expansion of the cosmetic industry in Canada through the agency of the retail druggists of the Dominion was adverted to recently by Dr. Alfred S. Burdick, president of the Abbott Laboratories, who gave an article to one of our Canadian papers on "What the Chemist Does for the Druggist." The cosmetic industry, said Dr. Burdick, has expanded so remarkably during the last few years and contributes in large measure to the druggist's volume that it is somewhat short of wonderful. This expansion may be traced chiefly to the improved quality of the products now offered on the market. This general improvement in quality has made the use of these products much more tempting to the discriminating customer and has greatly increased the demand for them. Every day new cosmetic articles are being placed on the market, and many of them meet wants

that have long existed, but for which there have been no satisfactory products, and these products are all based on scientific research and have real merit. The perfume industry has been greatly aided by the chemist. He first perfected the extraction of natural odors from flowers, then analyzed these natural products and learned their chemical constitution, and now he has succeeded in preparing synthetically in the laboratory not only nearly all of the naturally occurring products, but also has created many new ones which do not occur in nature. This work had greatly added to the resources available to the perfumer in preparing new blends and made possible the use of products the cost of which would be prohibitive if nature was the only source.

There is still some money to be made in drugs. Edward E. Rutherford, with two or three downtown stores, has sold his house at 85 Oriole Road, for $65,000.

General Manager Baker of Pond's Extract Co., New York City, is spending a few days in Toronto this week. He intended paying a flying visit of a day only, but mine host Ralph Corson made it so agreeable that the visit was lengthened to half a week. The golf courses hereabouts are fair, said Mr. Baker.

The perfumers and druggists of Toronto afflicted with the golf bug are putting up weekly tournaments at various greens about the city.

The annual exhibition of the Rose Society of Ontario took place July 6, in the King Edward Hotel, Toronto, when there was displayed a profusion of blooms in colors of white, cream, deep red, and myriads of other beautiful shades. The wide range of display represented the most lovely gardens of the province, including Government House; "Parkwood," the home of R. S. McLaughlin, Oshawa; Aubrey Heward, Oakville; St. Catharines' Park Department.

The Ontario College of Pharmacy in the autumn will start off its two-year compulsory course for intending druggists in this province. Already the applicants for the term opening in September number 300. It will be necessary to provide for this large class some outside lecture rooms, as the college building at present is not large enough to take care of this enlistment.

The fifty-first annual meeting of the Nova Scotia Pharmaceutical Society was held at the Cornwallis Inn at Kentville, N. S., on June 29 and 30. A picnic brought the convention to a close.

It is expected that the first P. A. T. A. list will be issued early in August.

Dr. Kate Glyn-Jones has come to Canada to join her father, Sir William Glyn-Jones, in the conduct of the P. A. T. A.

John R. Kennedy of the United Drug Co., Toronto, is visiting some of our eastern Canadian cities in the interests of his concern.

Most of the local perfumery firms are making preparations for displaying their productions at the coming Toronto Exhibition.

CANADIAN PATENTS AND TRADE-MARKS

The increasing international trade relations between the United States and Canada emphasize the importance of proper patents and trade-mark protection in both of these countries in order that the expansion of business may not be curtailed by legal difficulties.

For the information of our readers, we are maintaining a department devoted to patents and trade-marks in Canada relating to the industries represented by our publication.

This report is compiled from the official records in the Canadian Patent Office.

All inquiries relating to patents, trade-marks, designs, registrations, copyrights, etc., should be addressed to

PATENT AND TRADE-MARK DEPARTMENT
Perfumer Publishing Co., 14 Cliff Street, New York City.

PATENTS GRANTED IN CANADA

261,316, Method of Attaching Caps to Containers, Aluminum Co. of America, Pittsburgh, assignee of Dale M. Boothman, Oakmont, Penn.

261,761, Diacetone Alcohol, Commercial Solvents Corporation, assignee of William J. Edmonds, both of Terre Haute, Ind.

261,874, Liquid Dispenser for measuring and dispensing oils and other liquids, Dighby Spencer Dunn, Kew, Victoria, Australia.

262,135 and 262,136, Artificial Resin, August Regal, Brno, Czechoslovakia.

262,146, Hair Protecting Means, Della Clarke Sullivan, New York City.

262,194, Artificial Resin, Kunstharzfabrik Regal & Co., assignee of Rudolf Singer, both of Brno, Czechoslovakia.

262,252, Food Preservation, Vitapeck Corporation, New York City, assignee of Dwight Tenney, Hoboken, N. J.

TRADE-MARKS REGISTERED IN CANADA

"The Belvedere Line" enclosed in an oval frame crossed by a band. Manicure Implements. Harry D. Koenig, trading as Harry D. Koenig & Co., New York, N. Y.

"Oriental." Hair Dye. Paul Aboud, Three Rivers, Que.

"Drysol." Alcohols, Alcohol Preparations, Compounds and Solvents, and particularly Anhydrous Ethyl Alcohol Solvents. Canadian Industria Alcohol Co., Ltd., Montreal.

"Teba" and rectangular frame, at the top of which appears ornamental scroll work. Shampoo. Pond's Extract Co., New York, N. Y.

"Vlotoline." A hairdressing means, being a chemical solution. Hendrik Arnoldus Johannes Stenger, Amsterdam, Overtoom 153, The Netherlands.

"Lilas De France." Perfume and Toilet Water. H. & G. Klotz, Paris, France.

"Kryptex." Dental Cement. S. S. White Dental Mfg. Co., Philadelphia, Penn.

"Guardent." Dentifrices and Dental Preparations. Kent Malcolm Johnson, Winnipeg, Manitoba.

"Keystone," pictorial representation of a Keystone. Brushes, Hand Mirrors and Toilet Articles. Stevens-Hepner Co., Ltd., Port Elgin, Ont.

"Topaz." Toilet and Laundry Soaps. Palmolive Company of Canada, Ltd., Toronto.

"Mission Bell," horizontally disposed beneath the representation of Gothic arches and a large black bell. Soap. Los Angeles Soap Co., Los Angeles, Cal.

"Auxolin," "Kaloderma," "Divinia," "Niamah," "Lisarda," "Elata," "Filoflora," "Florasma." Perfumery, Toilet Articles and Perfumed Soaps. Karlsruher Parfumerie & Toiletteseifen-Fabrik F. Wolff & Sohn, Gessellschaft Mit Beschrankter Haftung, Durlacher, Allee 31, Karlsruhe, Baden, Germany.

"Aqua Velva," "Zanzi," Face Washes and Soap. J. B. Williams Co. (Canada), Ltd., Montreal, and Glastonbury, Conn.

"L'Orealine." Produits de parfumerie. Eugene Schueller, 7 bis, rue du Louvre, Paris, France.

"Debutante." Toilet Preparations. Seely Manufacturing Co., Ltd., Windsor, Ont.

"Richard Hudnut." Nail-Polish, Perfumes, Sachet-Power, Tincture of Benzoin, and other Toilet Preparations. Richard Hudnut, Ltd., Toronto, Ont.

OUR PATENT AND TRADE-MARK BUREAU

This department is conducted under the general supervision of a very competent patent and trade-mark attorney This report of patents, trade-marks, designs, is compiled from the official records of the Patent Office in Washington, D. C. We include everything relating to the four co-ordinate branches of the essential oil industry, viz.: Perfumes, Soap, Flavoring Extracts and Toilet Preparations.

Of the trade-marks listed, those whose numbers are preceded by the letter "M" have been granted registration under the Act of March 19, 1920. The remainder are those applied for under Act of February 20, 1905, and which have been passed to publication.

Inventions patented are designated by the letter "D."

All inquiries relating to patents, trade-marks, designs, registrations, copyrights, etc., should be addressed to

PATENT AND TRADE-MARK DEPARTMENT
Perfumer Publishing Co., 14 Cliff Street, New York City.

TRADE-MARK REGISTRATION APPLIED FOR

(Act of Feb. 20, 1905)

200,222.—Marthe Regnier, Paris, France. (Filed July 18, 1924. Used since Dec. 5, 1923).—Perfumes.

210,853.—Chas. E. Mullin, doing business as Chas. E. Mullin Laboratories, Camden, N. J. (Filed Mar. 11, 1925. Used since Oct. 1, 1921.)—Perfumes, Toilet Waters, Hair Tonic, Shampoo, Toilet Lotions, Bay Rum, and Toilet Creams.

211,589.—The Gates Chemical Co., Denver, Colo. (Filed Mar. 25, 1925. Used since May 25, 1924.)—Cleaning and Scouring Preparations for General Purposes.

213,060.—Best & Co., Inc., New York, N. Y. (Filed Apr. 21, 1925. Under section 5b of the act of 1905, as amended in 1920. Used since Apr. 2, 1925.)—Soap in Liquid, Cake, Stick, Cream, or Powder Form.

214,127.—Chemosan Aktiengesellschaft, Vienna, Austria. (Filed May 11, 1925. Used since Jan. 1, 1919.)—Skin Powder for Infants, Salts for Baths, Hair Restorers, Depilatories, Hair Washes, Cosmetic Lotions, Diaphoretic Preparations, Dentifrices, Mouth Washes, Skin Medicines, Perfumery, Toilet Waters, Gargles, Cosmetic Powders.

222,313.—Colgate & Company, Jersey City, N. J. (Filed Oct. 26 ,1925. Used since 1858.)—Toilet Soap.

222,851.—LeMaire Perfumeur, Inc., Chicago, Ill. (Filed Nov. 5, 1925. Used since Aug. 18, 1924.)—Face Powders, Face Creams, Face Packs, Toilet Waters, Rouges, Perfume, Incense, Hair Tonics, Hair Oils, Dentifrices, Tooth Powders, Nail Polishes, Deodorizing Preparations, Bath Salts, Smelling Salts, Talcum Powders, and Sachets.

223,840.—Fallis Inc., Cincinnati, Ohio. (Filed Nov. 25, 1925. Used since Apr. 30, 1925.)—Toilet Preparations—Namely, Beauty Powder.

223,948.—Henry Wahlberg, doing business as Pearlotion Company, Minneapolis, Minn. (Filed Nov. 27, 1925. Used since Oct. 1, 1923.)—Hand and Face Lotion.

224,385.—Frank E. Harris Co., Inc., Binghamton, N. Y. (Filed Dec. 8, 1925. Under 10 year proviso. Used since 1889.)—Food-Flavoring Extracts.

224,909.—Marcel Guerlain, Suresnes, France. (Filed Dec. 19, 1925. Used since Oct. 20, 1925.)—Perfumes, Cologne, Beauty Cream, and Hair and Skin Lotions.

226,155.—Oakley Chemical Co., New York, N. Y. (Filed Jan. 20, 1926. Used since Feb. 2, 1909.)—General Cleansing and Washing Compound.

226,279, 226,280.—Dermay Perfumers, Inc., New York, N. Y. (Filed Jan. 23, 1926. Used since Jan. 4, 1926.)—Face Powders, Face Creams, Face Packs, Toilet Waters, Rouges, Perfumes, Lip Sticks, Eyebrow Pencils, Compacts, Hair Tonics, Hair Oils, Dentifrices, Tooth Powders, Nail Pol-

ishes, Deodorizing Preparations, Bath Salts, Smelling Salts, Incenses, Bath Powders, Talcum Powders and Sachets.

226,330.—Bristol-Myers Company, New York, N. Y. (Filed Jan. 25, 1926. Used since Jan. 4, 1926.)—Shaving Cream Which Produces a Lather.

226,550.—Fong Kingman, doing business as F. Kingman & Company, Sacramento, Calif. (Filed Jan. 28, 1926. Used since Jan. 4, 1926.)—Face Powders, Face Creams, Face Packs, Toilet Waters, Rouges, Lip Sticks, Eyebrow Pencils, Perfumes, Hair Tonics, Hair Oils, Dentifrices, Tooth Powders, Nail Polishes, Deodorizing Preparations, Foot Powders, Bath Salts, Smelling Salts, Sachets, and Incense.

226,888.—Joseph Di Santo, doing business as Di Santo & Co., Duluth, Minn. (Filed Feb. 5, 1926. Used since Dec. 18, 1920.)—Flavoring Extracts for Food Purposes.

226,911.—The W. T. Pember Stores, Limited, Toronto, Ontario, Canada. (Filed Feb. 5, 1926. Used since May 12, 1925.)—Hair Dyes.

227,334.—XYZ Mfg. Co., Duluth, Minn. (Filed Feb. 15, 1926. Used since Jan. 20, 1926.)—Cleaning Compounds in Paste Form for General Household Purposes.

227,938.—The Crystal Chemical Company, Inc., Bronx, N. Y. (Filed Mar. 1, 1926. Used since Sept. 1, 1922.)—Soaps and Soap Shaving Creams.

228,475.—The S. Lemur Company, Cleveland, Ohio. (Filed Mar. 11, 1926. Used since Dec. 1, 1924.)—Hair-Treating Substances—Namely, Liquid Soap; and in Connection with Human Hair.

229,073.—Dr. M. Albersheim, Frankfort-on-the-Main, Germany. (Filed Mar. 24, 1926. Used since Jan 1, 1912.)—Perfumery and Cosmetics—Namely, Skin Cream, Tooth Paste, Hair Wash, Brilliantine, Pomade, Rouge, Cuticle Remover, Nail Powder, Nail Polish, and Nail Whitening.

229,294.—Mary Buck Latting, Chicago, Ill. (Filed Mar. 27, 1926. Used since Jan. 27, 1926.)—Hair Grower or Tonic.

229,318.—Armour and Company, Chicago, Ill. (Filed Mar. 29, 1926. Used since Jan 1, 1926.)—Soap.

229,428.—The Bon Ami Company, New York, N. Y. (Filed Mar. 31, 1926. Used since July 5, 1892.)—Scouring Soap in Cake and Powdered Form.

229,430.—The Buckeye Soda Products Company, Cleveand, Ohio. (Filed Mar. 31, 1926. Used since Nov. 1, 1925.)—Washing Soda.

229,481.—Van Wie Soap Works, Galexville, Wis. (Filed Mar. 31, 1926. Used since Jan. 4, 1926.)—Soap.

229,768.—Alexandre Willk, Paris, France. (Filed Apr. 6, 1926. Used since Nov. 20, 1925.)—Powder Puffs.

229,789.—John J. Gagnon, Green Way, Wis. (Filed Apr. 7, 1926. Used since Oct. 1, 1925.)—Cleaning and Polishing Substances.

229,889.—Zefume, Inc., Chicago, Ill. (Filed Apr. 8, 1926. Used since Jan. 2, 1926.)—Incense.

229,948.—Codan, Inc., New York, N. Y. (Filed Apr. 10, 1926. Used since Nov. 15, 1925.)—Flavors and Flavoring Extracts for Food Purposes.

230,066.—The William A. Webster Company, Memphis, Tenn. (Filed Apr. 12, 1926. Used since Mar. 1, 1926.)—Face Powders, Face Creams, Face Packs, Toilet Waters, Rouges, Perfumes, Hair Tonics, Hair Oils, Dentifrices, Tooth Powders, Nail Polishes, Deodorizing Preparations, Lip Sticks, Eyebrow Pencils, Bath Salts, Smelling Salts, Sachets, Brilliantine, and Incense.

230,076.—The Baldwin Perfumery Co., Chicago, Ill. (Filed Apr. 13, 1926. Used since Mar. 8, 1926.)—Perfume, Toilet Water, and Sachet.

230,088.—Children's Clinical Laboratory, Hamilton, Ohio. (Filed Apr. 13, 1926. Used since Feb. 1, 1926.)—Dentrifrice.

230,126.—Schwabacher Bros. & Co., Inc., Seattle, Wash. (Filed April 13, 1926. Used since Jan. 1, 1895.)—Food-Flavoring Extracts.

230,127.—Schwabacher Bros. & Co., Inc., Seattle, Wash. (Filed Apr. 13, 1926. Used since Jan. 1, 1895.)—Food-Flavoring Extracts.

230,162.—Rose Emanuel, Stamford, Conn. (Filed Apr. 14, 1926. Used since Jan. 1, 1925.)—Beautifying Cream for Prevention of Sunburn, Removes Freckles.

230,181.—McMonagle & Rogers, Middletown, N. Y. (Filed Apr. 14, 1926. Under 10-year proviso. Used since January, 1883.)—Food-Flavoring Extracts.

230,182.—Newark Tortoise Shell Novelty Co., Newark, N. J. (Filed Apr. 14, 1926. Used since July, 1925.)—Celluloid Puff Boxes, Celluloid Soap Boxes.

230,185.—Newark Tortoise Shell Novelty Co., Newark, N. J. (Filed Apr. 14, 1926. Used since July, 1925.)—Celluloid Puff Boxes, Celluloid Soap Boxes.

230,279.—Joseph Carrozza, Philadelphia, Pa. (Filed Apr. 16, 1926. Used since Feb. 10, 1926.)—Face Cream.

230,363.—Spencer Perfume Company, South Bend, Ind. (Filed Apr. 17, 1926. Used since Mar. 7, 1922.)—Face Pawders, Face Creams, Face Packs, Vanishing Creams, Cosmetic Lotions, Rouges, Lip Sticks, Perfumes, Toilet Waters, Scalp Tonics, Shampoo, Hair Oils, Mouth Washes, Tooth Pastes, Nail Polishes, Eyebrow Pencils, Sachets, Smelling Salts, Dentrifrices, and Incense.

230,378.—Roy J. Bollman, doing business as Lakeside Laboratories, Chicago, Ill. (Filed Apr. 19, 1926. Used since Feb. 15, 1926.)—Preparation for cleaning and polishing automobiles.

230,390.—The F. W. Fitch Company, Des Moines, Iowa. (Filed Apr. 19, 1926. Used since Apr. 14, 1925.)—Hair Tonic, Shampoo, Cleansing Creams, and Compact.

230,645.—Valmor Health Products Co., Chicago, Ill. (Filed Apr. 23, 1926. Used since Mar. 29, 1926.)—Toilet Preparations.

230,657.—H. Gerard Bissinger, doing business ar The Bysol Manufacturing Company, Philadelphia, Pa. (Filed Apr. 24, 1926. Used since Jan. 19, 1926.)—Washing Compounds for Scouring Textiles and for Laundry Use.

230,680.—"Parfise" Inc., doing business as Grenoville, New York, N. Y. (Filed Apr. 24, 1926. Used since Nov. 1925.)—Perfumes, Toilet Water, Face Powder, Talcum Powder, Sachets, Bath Salts, Brilliantine, Lotion for the Skin and Hair, and Dentrifrices.

230,727.—The Crystal Chemical Company, Inc., New York, N. Y. (Filed Apr. 26, 1926. Used since Jan. 7, 1917.)—Astringent Mouth Wash.

230,739.—Hollywood Cosmetic Company, Los Angeles, Calif. (Filed Apr. 26, 1926. Used since April, 1924.)—Toilet Preparations, Astringent Cream, Bleaching Cream, Cleansing Cream, Foundation Cream, Make-Up Cream, Massage Cream, Theatrical Cream, Tissue Cream, Face Powder, Talcum Powder, Theatrical Powder, Toilet Powder, Hair Tonic, and Hair Lotion.

230,746.—James V. Lago, doing business as Almacenes de Lago, New York, N. Y. (Filed Apr. 26, 1926. Used since March, 1926.)—Hair Tonic for the Treatment of the Scalp.

230,842.—Polk Miller Products Corporation, Richmond, Va.
(Filed Apr. 28, 1926. Used since June, 1919.)—Dog Soap.

230,856.—Vanity Import Co., Inc., New York, N. Y. (Filed Apr. 28, 1926. Used since June 6, 1925.)—Perfumes, Toilet Lotions, Bath Salts, Hairdressings, Talcum Powders, and Rouges.

230,948, 230,949.—New-O-Sapine Chemical Company, Inc., West New York, N. J. (Filed Apr. 30, 1926. Used since Apr. 24, 1926.)—Chemicals Used in the Manufacture of Soap.

230,989.—Caron Corporation, New York, N. Y. (Filed May 1, 1926. Used since May, 1924.)—Perfume, Toilet Water, Brilliantine, Sachet Powder, and Dentrifrices.

231,028.—Barcelona Products Co., Inc., New York, N. Y. (Filed May 3, 1926. Used since Apr. 1, 1926.)—Soap.

231,045.—The Jane Miles Company, Madrid, Iowa. (Filed May 3, 1926. Used since Apr. 27, 1926.)—Food-Flavoring Extracts.

231,150.—The Andrew Jergens Company, Hamilton, Ohio. (Filed May 5, 1926. Used since Apr. 20, 1926.)—Soap.

231,159.—Almont Mitchell, Whiteville, Tenn. (Filed May 5, 1926. Used since Jan. 15, 1926.)—Toilet Cream, Cold Cream, Vanishing Cream, Cleansing Cream, Shampoo, Hairdressing, Blackhead Remover, Face Powder, Talcum Powder, Rouge, Lip Stick, and Hair Tonic.

231,179.—Amera Chemical Company, Minneapolis, Minn. (Filed May 6, 1926. Used since Apr. 10, 1926.)—Skin Lotion, Hair Dress, and Shampoo.

231,186.—Children's Clinical Laboratory, Hamilton, Ohio. (Filed May 6, 1926. Used since Oct. 1, 1925.)—Dentrifrice.

231,190.—Mary Drinkwater, Bridesburg, Philadelphia, Pa. (Filed May 6, 1926. Used since Apr. 19, 1926.)—Hair Tonic.

231,213.—Dr. Jacob Sharp, doing business as The Salodent Company, New Haven, Conn. (Filed May 6, 1926. Used since Feb. 15, 1926.)—Tooth Powder.

231,217.—E. R. Squibb & Sons, New York, N. Y. (Filed May 6, 1926. Used since Apr. 16, 1926.)—Preparation for the Treatment of the Skin.

231,244.—E. W. Cassebeer, Inc., Flushing, N. Y. (Filed May 7, 1926. Used since Apr. 29, 1926.)—Face Powders, Face Creams, Face Packs, Toilet Waters, Rouges, Perfumes, Incense, Hair Tonics, Hair Oils, Dentrifrices, Tooth Powders, Nail Polishes, Deodorizing Preparations, Bath Salts, Smelling Salts, Talcum Powders, Sachet, Lip Sticks, and Eyebrow Pencils.

231,276.—"Parfums Edouardo, a Corporation," New York, N. Y. (Filed May 7, 1926. Used since Nov. 18, 1925.)—Perfumes, Toilet Powder, and Toilet Water.

231,290.—The William A. Webster Company, Memphis, Texas. (Filed May 7, 1926. Used since Mar. 1, 1926.)—Face Powders, Face Creams, Face Packs, Toilet Waters, Rouges, Perfumes, Hair Tonics, Hair Oils, Dentrifrices, Tooth Powders, Nail Polishes, Deodorizing Preparations, Lip Sticks, Eyebrow Pencils, Bath Salts, Smelling Salts, Sachets, Shaving Creams, Brilliantine, and Incense.

231,300.—Associated Dental Products, Inc., New York, N. Y. (Filed May 8, 1926. Used since May 14, 1925.)—Cream Paste for Natural Teeth.

231,344.—Reichman & Faust, New York, N. Y. (Filed May 8, 1926. Used since Feb. 1, 1926.)—Perfume, Toilet Water, Face Powder, Talcum Powder, Rouge, Brilliantine, Cold Cream, Cleansing Cream, Vanishing Cream, Lemon Cream, Tissue Cream, Nail Polish, Lotion for the Skin and Hair.

231,347.—William J. Rogers, Los Angeles, Calif. (Filed May 8, 1926. Used since Mar. 1, 1925.)—Hair Remover.

231,355.—John S. Weston, doing business as W-W Products Co., St. Bernard, Ohio. (Filed May 8, 1926. Used since Apr. 1, 1926.)—Cleaning and Polishing Preparations.

231,436.—George P. Hondropoulos, New York, N. Y. (Filed May 11, 1926. Used since Mar. 1, 1926.)—Hair Tonic.

231,535.—Fabyan & Co., Inc., New York, N. Y. (Filed May 13, 1926. Used since Apr. 1, 1926.)—Rubbing Alcohol.

231,582.—Burnomore Utensil Corporation, New York, N. Y. (Filed May 14, 1926. Used since May 5, 1926.)—Scouring and Cleansing Compounds.

231,597.—Geo. B. Evans, Philadelphia, Pa., (Filed May 14, 1926. Used since May 17, 1926.)—Hair Remover.

231,603.—Hartung Brothers, New York, N. Y. (Filed May 14, 1926. Used since Feb. 1, 1921.)—Soap Powder.

231,660.—Leon Cohn, doing business as "Parfumerie Forest," Paris France. (Filed May 15, 1926. Used since January, 1926.)—Perfume, Toilet Water, Face Powder, Talcum Powder, Sachet, Brilliantine, Rouge, Bath Salts, and Face Creams.

231,685.—Millers Soap Company, Reading, Pa. (Filed May 15, 1926. Used since April, 1924.)—Soaps.

231,787, 231,788.—Cheramy, Inc., New York, N. Y. (Filed May 18, 1926. Used since May 13, 1926.)—Perfumes, Toilet Water, Face Powder, Talcum Powder, Dusting Powder, Lotion for the Skin and Hair, Eau de Vegetal, Brilliantine, Bandoline, Face Creams, Rouge, Lip Sticks, Bath Salts, Sachets, and Compacts.

231,853, 231,854, 231,855.—The Fries & Fries Company, Cincinnati, Ohio. (Filed May 19, 1926. Used since Mar. 29, 1926.)—Toilet Water, Hair Tonic, Bay-Rum Compound, Perfume, Cold Cream, Bath Salts, Face Powder, Talcum Powder, Brilliantine, and Honey and Almond Lotion.

231,960.—Truvy, Inc., New York, N. Y. (Filed May 20, 1926. Used since Aug. 13, 1925.)—Face Powders, Face Creams, Face Packs, Toilet Waters, Rouges, Perfumes, Hair Tonics, Hair Oils, Dentifrices, Tooth Powders, Nail Polishes, Deodorizing Preparations, Bath Salts, Smelling Salts, Lip Sticks, Eyebrow Pencils, Incenses, and Sachets.

231,988.—Elmo, Inc., Philadelphia, Pa. (Filed May 21, 1926. Used since May 9, 1926.)—Face Powders, Face Creams, Face Packs, Toilet Waters, Rouges, Lip Sticks, Eyebrow Pencils, Perfumes, Hair Tonics, Hair Oils, Dentifrices, Tooth Powders, Nail Polishes, Smelling Salts, Sachets, and Incenses.

232,054.—Thurston-Helme, Inc., New York, N. Y. (Filed May 21, 1926. Used since Jan. 1, 1926.)—Hand Cream.

232,286.—Nelson, Baker & Company, Detroit, Mich. (Filed May 26, 1926. Used since May 21, 1926.)—Hand Lotions, Perfumes, Toilet Waters, Face Creams, Face Powders, Brilliantine, and Talcum Powders.

TRADE-MARK REGISTRATIONS GRANTED

(Act of Feb. 20, 1905)

These Registrations Are Not Subject to Opposition.

M214,288.—Barcelona Products Co., Inc., New York, N. Y. (Filed Dec. 24, 1925. Serial No. 225,102. Used since Aug. 31, 1924.)—Soap.

M214,295.—Rush Sugg, doing business as Anodine Pharmacal Company, Clinton, Iowa. (Filed Sept. 3, 1925. Serial No. 219,788. Used since Apr. 20, 1925).—Mouth Wash.

M214,480.—Franklin Simon & Co., Inc., New York, N. Y. (Filed May 1, 1925. Serial No. 213,631. Used since Mar. 14, 1924).—Compacts, Refills, Toilet Powder, Powder Sachet, and Dusting Powders.

M214,481.—Franklin Simon & Co., Inc., New York, N. Y. (Filed Apr. 29, 1925. Serial No. 213,495. Used since Mar. 10, 1924.)—Compacts, Refills, Toilet Powders, Powder Sachet, and Dusting Powders.

M214,482.—Franklin Simon & Co., Inc., New York, N. Y. (Filed Apr. 22, 1925. Serial No. 213,130. Used since Mar. 14, 1924.)—Cologne, Cologne Waters, and Extracts.

M214,484.—Franklin Simon & Co., Inc., New York, N. Y. (Filed Apr. 16, 1925. Serial No. 212,796. Used since Mar. 10, 1924.)—Cologne, Cologne Waters, and Extracts.

M214,499.—"Parfise" Inc., New York, N. Y. (Filed Feb. 26, 1926. Serial No. 227,848. Used since Apr. 1, 1912.)—Perfume, Toilet Water, Face Powder, Talcum Powder, Sachet Powder, Lotion for the Face and Hands, Eau de Cologne, Cold Cream, Rouge, Brilliantine, and Dentifrices.

M215,049.—William James Hallett, doing business as Westphalia Co., New York, N. Y. (Filed Apr. 30, 1926. Serial No. 230,916. Used since Sept 1, 1923.)—Face Powders, Face Creams, Toilet Waters, Lotions, Rouge, Perfumes, Deordorizing Preparations, Hair Tonics, Hair Oils, Shampoos, Nail Polishes, and Tissue and Wrinkle Creams.

M215,065.—Frankin Simon & Co., Inc., New York, N. Y. (Filed Apr. 16, 1925. Serial No. 212,794. Used since Mar. 10, 1924.)—Soaps.

DESIGNS PATENTED

70,361. Bottle. Pierre Besancon de Wagner, Paris, France. Filed Feb. 25, 1926. Serial No. 16,658. Term of patent 7 years.

70,494. Vanity Case or Similar Article. Frank M. Wojciechowski, Attleboro, Mass., assignor to Marathon Company, Attleboro, Mass., a Corporation of Massachusetts. Filed Apr. 3, 1926. Serial No. 17,175. Term of patent 7 years.

70,513. Jar. Frederick K. Smith, New York, N. Y. Filed Mar. 27, 1924. Serial No. 9,079. Term of patent 7 years.

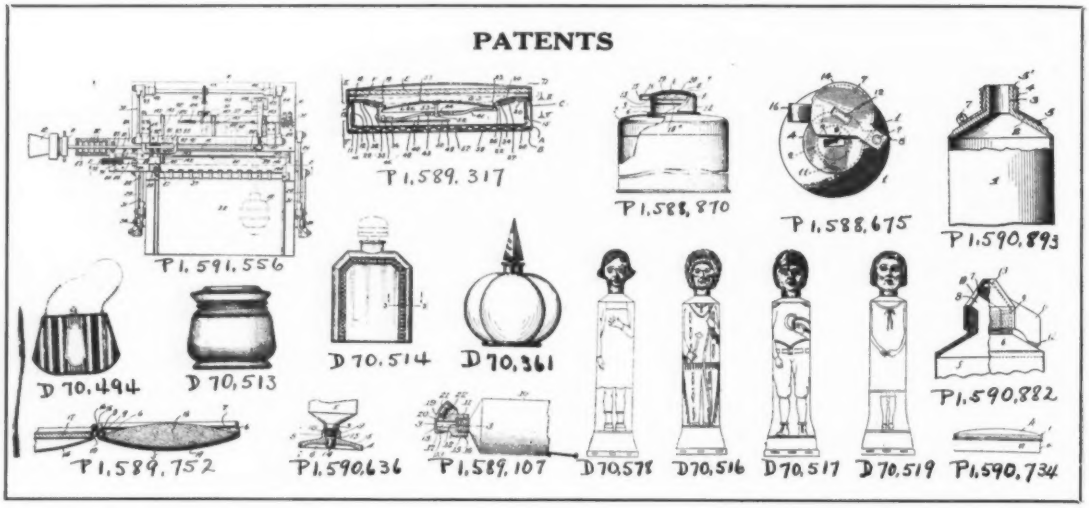
70,514. Bottle. Frederick K. Smith, New York, N. Y. Filed Mar. 27, 1924. Serial No. 9,078. Term of patent 7 years.

70,516. Combined Collapsible Container and Closure Therefor. Robert J. Vaughan, Hamilton, Ohio. Filed Apr. 24, 1926. Serial No. 17,438. Term of patent 14 years.

70,517. Combined Collapsible Container and Closure Therefor. Robert J. Vaughan, Hamilton, Ohio. Filed Apr. 24, 1926. Serial No. 17,439. Term of patent 14 years.

70,518. Combined Collapsible Container and Closure Therefor. Robert J. Vaughan, Hamilton, Ohio. Filed Apr. 24, 1926. Serial No. 17,440. Term of patent 14 years.

70,519. Combined Collapsible Container and Closure Therefor. Robert J. Vaughan, Hamilton, Ohio. Filed Apr. 24, 1926. Serial No. 17,441. Term of patent 14 years.



PATENTS GRANTED

1,588,675. Container Cap. Emery T. Gove, Piedmont, Calif. Filed Nov. 11,1924. Serial No. 749,304. 6 Claims. (Cl. 221—60.)

1. A container cap comprising the combination, with a collapsible container having a dispensing outlet in one end and an annular flange arranged around said end, of a sheet metal cap pivotally mounted upon said end and mounted to move transversely of said end to close and open the said dispensing outlet therein; a lateral flexible extension formed integrally with said cap and arranged to engage the flange to normally retain said cap in close contact with said end to cover the dispensing outlet therein; and means formed integrally with said cap for engaging the container to normally move the cap in a lateral direction to close the dispensing outlet.

1,588,870. Sifter Top for Receptacles. Charles J. Aulbach, Passaic, N. J., assignor to Passaic Metal Ware Company, Passaic, N. J., a Corporation of New Jersey. Filed Oct. 22, 1925. Serial No. 64,124. 6 Claims. (Cl. 221—64.)

1. Sifter means for receptacles comprising a neck with a perforated top, a perforated disk rotative upon the top of the neck, means rotatively retaining the disk upon the neck, a spring having an annular portion held against rotation within the neck and having a transverse free portion extending across the neck, and means operatively connecting the disk and the transverse portion of the spring for normally retaining the disk in closed position.

1,589,107. Tube Top. James A. Campbell, Jr., Orlando, Fla. Filed Sept. 26, 1925. Serial No. 58,866. 2 Claims. (Cl. 221—60.)

1. In combination with a container having a neck and a discharge opening extending therethrough, a substantially arcuate transversely channel shaped cap adapted to receive the neck and close the opening, said cap having an opening therein adapted to register with the opening through the neck, ears extending from opposite edges of the channel shaped cap and pivotally mounted upon opposite sides of the neck and a spring within the channel shaped cap between one end of the latter and the neck of the container to normally hold the cap in closed position.

1,589,317. Vanity Case. Henry C. Karlson, Hasbrouck Heights, N. J., assignor to V. Vivadou, Inc., New York, N. Y., a Corporation of Delaware. Filed May 1, 1924, Serial No. 710,294. Renewed Nov. 16, 1925. 16 Claims. (Cl. 132—83.)

1. A device of the class described, comprising in combination, a member having a depressed seat, a dished approach extending upwardly outward from the latter, and an upwardly acting spring urged closure cooperating with the underside of said seat and projecting thereabove, said closure being disposed below the outer limit of said member in both the open and closed positions.

1,589,752. Vanity Case. Walter A. Goertz, East Orange, N. J., assignor to August Goertz & Co., Inc., a Corporation of New Jersey. Filed May 21, 1925. Serial No. 31,789. 2 Claims. (Cl. 132—83.)

1. In a vanity case having a main body provided with an upstanding peripheral wall to form a compact receiving compartment, an inwardly directed stop means connected with said wall and spaced above the floor of said main body, and a resilient retaining means in the form of a tongue struck out of the free marginal portion of said wall at a point opposing the position of said stop means, said tongue being inwardly and downwardly turned to provide a free end portion to engage one side of a compact and by its exerted tension hold the latter with its opposite side thrust and engaged beneath said stop means.

1,590,100. Hair Tonic. Mike Kulicky, Kenosha, Wis. Filed Mar. 24, 1925. Serial No. 18,059. 1 Claim. (Cl. 167—5.)

A hair tonic consisting of the following ingredients substantially in the proportions named; twelve ounces of the melted product of salty bacon, ten ounces of pure lard, three ounces of grain alcohol, four ounces of powdered lilac blossoms, and one ounce of perfume.

1,590,636. Collapsible Container. James H. McManus and George D. McManus, Brooklyn, N. Y. Filed Aug. 9, 1921. Serial No. 490,861. 2 Claims. (Cl. 221—60.)

1. A tube of collapsible or deformable material having a discharge nipple and a base on which the tube is supported so as to stand upright with the nipple extending downwardly, said base having an upwardly extending hub in which the nipple engages and formed with a recess below the hub opening out through the base through which the contents of the tube may be discharged, and means for closing the recess in the base.

1,590,734. Receptacle for Containing Powder Puffs and Powder for Toilet Purposes. Wilfrid Henry Calnan, London, England. Filed June 19, 1925, Serial No. 38,232, and in Great Britain June 4, 1924. 5 Claims. (Cl. 132—82.)

1. In combination, a receptacle; a supporting ring in the upper part of the receptacle; an intermediate dish shaped ring hinged and resting on said supporting ring; a sieve secured in said intermediate ring; a pair of widely spaced ears mounted fast on said supporting ring; a pin passed through said ears; an ear mounted fast on said intermediate ring and pivoted on said pin midway between said spaced ears, whereby the intermediate ring is hinged on the supporting ring; and a cover resting on said intermediate ring and provided with ears pivoted on said pin between the ears of the supporting ring and the ear of the intermediate ring.

1,590,822. Collapsible Tube. Herbert Milton Heath, Augusta, Me. Filed Jan. 4, 1923. Serial No. 610,689. 3 Claims. (Cl. 221—60.)

1. In a collapsible tube the combination of a nozzle composed of ductile metal having a screw threaded base, and a conical top combined with a cap therefor having an internal screw thread adapted to engage the screw thread of said nozzle, and having a conical formation in its upper portion adapted snugly to fit the top of said nozzle, lateral openings in said cap and nozzle located relatively so that when said cap is turned down on said nozzle said openings are closed, and a chamber located between said cap and the extremity of said nozzle.

1,590,853. Collapsible Tube. Curt J. Rohland, Seekonk, Mass., assignor to National Collapsible Tube Co., Providence, R. I. Filed Aug. 6, 1925. Serial No. 48,534. 1 Claim. (Cl. 221—60.)

In combination with a collapsible tube having a neck formed with a flared base portion, a combined reinforcing and eye-carrying fitting having a threaded neck tightly secured over the tube neck and having a flared skirt extending outwardly therefrom at an angle to closely conform to the flared base portion of the tube neck, the tube neck being extended beyond the fitting neck and being swaged outwardly and thereagainst to hold the fitting onto the tube, and an eye formed integral with the fitting skirt at a spaced distance from the threaded neck and adjacent the outer edge of said skirt portion.

1,591,091. Beard-Softening Preparation. James Lewallen, Oneida, Tenn. Filed July 29, 1925. Serial No. 46,885. 1 Claim. (Cl. 87—5.)

A preparation for use in cleansing and softening beards preparatory to shaving and consisting of a mixture of 10½ ounces of boiled water, 5 teaspoonsful of bicarbonate of soda, 4½ ounces of grain alcohol, and 1 ounce of olive oil.

1,591,556. Soap-Cutting Machine. Walter L. Jones, West Somerville, Mass., assignor to Lever Brothers Company, Cambridge, Mass., a Corporation of Maine. Filed Nov. 15, 1924. Serial No. 750,038. 18 Claims. (Cl. 25—108.)

1. A soap cutting machine having in combination with a plodder which delivers soap in a continuous stream, a constantly reciprocating plunger, cutting devices through which the plunger is adapted to force a bar of soap cut from the soap stream, means for actuating the plunger, a movable knife located beside the path of travel of the soap stream, a feed bar adapted to push the soap stream against the cutter to cut from the soap stream a bar of predetermined length, said bar acting to deliver the bar of soap in front of the plunger, means for actuating the feed bar, and means arranged to be engaged and moved by the soap stream when a predetermined length has been delivered from the plodder for controlling the operation of the means for actuating the feed bar.

1,591,727. Dentifrice. Ferdinand W. Nitardy, Brooklyn, N. Y., assignor to E. R. Squibb and Sons, New York, N. Y., a Corporation of New York. Filed Jan. 29, 1924. Serial No. 689,328. 3 Claims. (Cl. 167—9.)

1. A dentifrice including as its base a purified material of vegetable origin retaining its original cell structure, in a finely divided condition and substantially free mineral and coloring matter, resins, volatile oils and other impurities.

3. A dentrifrice having as its base purified paper pulp in which the original cell structure of the source thereof is preserved, in a finely divided condition and substantially free from mineral and coloring matter, resins, volatile oils and other impurities.

Ably Represents the Trades

(Doane Hage, New York Representative of the Arthur Colton Co., Machinery for Toilet Preparations.)

I am pleased to enclose herewith my check for $3 for the continuance of my subscription to THE AMERICAN PERFUMER and in doing so wish to state that I am glad to see your journal continue to grow and to so ably represent the trades which it covers.

GENERAL WASHINGTON NEWS

(Continued From Page 256)

merchandise has been brought to the United States than during any other four-month period in our history.

"To live within the appropriation during the calendar year, it has been necessary to deplete the customs personnel by refusing to fill vacancies as they occur and to deplete office equipment by turning down requisitions for typewriteres, adding and calculating machines to replace those that have passed the point of economical repair. At the present time there are 221 vacancies in the customs personnel, effecting a saving of $367,000."

Alien Property Bill and Inquiry

Alien property legislation will be an issue at next winter's session, the House ways and means committee having arranged to return about November 15 to begin the consideration of bills. Its members hope to have a bill ready to report to the House when Congress convenes in December.

The Senate on the final day of the session authorized the appointment by the Vice-President of a special committee to investigate the office of the alien property custodian. This committee is composed of Senators Borah of Idaho, chairman; Metcalf of Rhode Island and McMaster of South Dakota, Republicans, and Stephens of Mississippi, and Bratton of New Mexico, Democrats. This committee expected to start work at once but discovered that it was without funds owing to the failure of the Senate to provide a specific appropriation. The committee probably will be obliged to wait until Congress reconvenes in order to obtain the necessary money.

New Head for Hoover's London Office

Appointment of William L. Cooper, of Michigan, as commercial attache of the Department of Commerce at London has been announced by Dr. Julius Klein, director of the Bureau of Foreign and Domestic Commerce. Mr. Cooper will fill the vacancy caused by the resignation of former Commercial Attache Walter L. Tower, who left the service of the department to enter private business.

In 1901 Mr. Cooper was appointed assistant mechanical engineer of the Robert W. Hunt Co. of Chicago, and for a number of years was European manager and principal engineer of that concern with head office and laboratory in London.

In 1917 Mr. Cooper established his own office in New York City and acted as engineer and purchasing agent for foreign clients. He later became associated with the Emergency Fleet Corporation as a district manager of the corporation.

The London office of the Department of Commerce is the most important and the largest of the foreign trade outposts of the Bureau of Foreign and Domestic Commerce.

Countervailing Steel Duties Suspended

The Treasury has announced the indefinite suspension of the recent order to assess countervailing duties on German iron and steel products which benefited by the export bounty of the Raw Steel Syndicate of Dusseldorf. The action was taken at the instance of the German Ambassador, the announcement said.

KEEP YOUR MIND OPEN

It is a physical or scientific fact that when your mouth is open you can hear better. When you open that food receiver or drink-cove between your cheeks, sounds are heard more clearly, declares a philosopher in *Silent Partner*.

When your eyes are open you usually see and when your ears are alert you most always hear, but the big idea is to keep your mind open.

Refusing to consider the other side of a subject for fear you will lose your personal viewpoint is proof of a small mental stature.

Open your eyes, open your ears, open the cave between your cheeks when you want to eat or drink, but close your mouth when you want to think.

Perusal of the advertising pages is no less a real duty than scanning the text pages of this journal every month.

JULY REPORT ON GRASSE FLORAL PRODUCTS

(FROM OUR OWN CORRESPONDENT)

GRASSE, July 7.—Following is the report for July on floral products and essential oils:

Orange

Following up what we stated in our preceding review, the crop of orange flowers has continued a bit longer, but the quantities of the product which it was possible to manufacture do not begin to make up the general shortage due to a mediocre crop which has given neroli yields hardly attaining 1 percent.

The distillation of the leaves has commenced and the price of the raw material has increased considerably since last year. Petitgrain oil has risen several hundred francs per kilo over last year's price. The demand for petitgrain oil is very substantial by virtue of the dearness of neroli. Germany seems to have large requirements for this product, and the distillation of the leaves is quite lively.

Generally speaking, all the orange tree products are in demand and in spite of the present high prices, it will be difficult to make the supply last until the 1927 crop.

Rose

It can be said and affirmed to-day that the rose crop for May has been 50 percent inferior to a normal crop. The present stock of pomade and concretes is very low and the same as for the orange tree products it will not be easy to tide over until the next crop.

The Bulgarian products are selling at rather high prices since the crop in that section has also been very poor. Although the French and Bulgarian products cannot be compared, the latter are offered at such high rates that the consumers will not hesitate to avail of the French products whose prices are considerably below what they should be in comparison with the prices asked by the Bulgarian manufacturers.

Jasmin

As we stated previously, the vegetation or growth of jasmin was stopped or rather retarded by the heavy cold periods of last winter. The young sprouts are delayed; therefore it is impossible as yet to tie the same, which in normal times was practically all over with by this date. The crop which ordinarily begins towards July 20 will be retarded by at least a good fortnight and probably will show a shortage. Higher prices than last year are looked for, but the increase will have no effect on the foreign markets owing to the exchange fluctuations.

We will furnish fuller details in our August review, since the crop will then have started and it will be possible to know its value more accurately.

Tuberose

The bulbs of the tuberoses have been put into the ground. There will be more to say about this in our next review.

Jonquil

The poor sale of the jonquil products having made itself severely felt for several years the planters had given up this cultivation and the bulbs had been sold for almost nothing. A year ago, the demand for jonquil products having become more lively, a sudden rise set in since the blossoms had become quite rare. The bulbs are in demand at very high prices and some planters who wanted to preserve the plants have obtained very interesting prices for their crop. New plantings are made everywhere, but for another two years, the prices will be quite high.

Carnation

The carnation crop, now in full swing, will be quite normal.

Lavender

A normal crop is looked for, as the moist spring temperature up to lately has favored the growth of the plants. The high cost of labor will, as always, increase the selling price; however, it is not thought that the rates will be higher than last year's.

Aspic

This oil will be very much in demand, and the price will be at least equal to last year's.

Rosemary

A poor crop is looked for and as the former stock is almost nil, a recovery of the prices must be looked for.

Thyme

This oil is stable. The demand is not very important, but as the old stock is not substantial, the price keeps up.

Geranium

All the geranium oils have been going up for a month. The Algerian crop has not been very substantial, and the price has therefore risen from 10 to 15 francs per kilo.

The Réunion oil has also marked an ascending movement in our market.

Mint

The exotic oils seem to be going down if one judges by the offers which are made for the business to be delivered during the next few months. It cannot be said as yet whether this apparent slump will be followed by the prices of the Grasse mints; at all events the prices paid last year will not be reached any more.

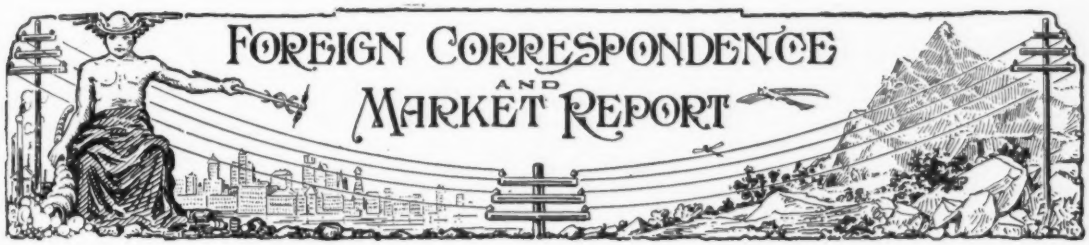
Summary

We will soon be in the vacation and traveling period, and business therefore will not be very intense for the next two or three months.

The capricious changes which the franc is daily registering paralyze business quite appreciably so that an intense recovery will only be possible when the economic situation of our country will be more settled which the powers that be with us want to bring about in a very short time. That is what we are all looking for!

Egypt Is Importing More Perfumery

There has been a steady gain since 1921 in the value of perfumery and cosmetics imported into Egypt, namely, from £E 103,000 in 1921 to £E 128,000 in 1925. The trend of this business has remained regular, France supplying 75 per cent. Importations from the United States have increased from £E 1,739 in 1921 to £E 5,446 in 1925, according to Consul Raymond H. Geist, Alexandria. The Egyptian pound is equal to $4.94.



BELGIUM

BOTTLES.—In the bottle trades the demand continues to be good. One of the features leading to improvements is the disappearance of German competition from the market. Prices are strong with an upward tendency, especially for small white bottles.

BULGARIA

ROSE OIL EXPORTS.—In February, 1926, the official statistics report that exports of rose oil from Bulgaria totaled 190 kilos, valued at 11,320,677 levas, consigned to the following countries:—Great Britain, 50 grams; Germany, 13 kilos; United States, 70 kilos; France, 92 kilos; Switzerland, 15 kilos; Italy, 20 grams; Hungary, 100 grams; Holland, 50 grams. During the first two months of the present year exports of rose oil aggregated 384 kilos, valued at 22,360,150 levas.

In March Bulgaria exported 117 kilos of rose oil, valued at 6,671,624 levas, to the following countries:—Great Britain, 26 kilos; Germany, 1 kilo; United States, 30 kilos; France, 60 kilos; Austria, 40 grams; Italy, 20 grams; Netherlands, 100 grams. Exports of rose oil during the first three months of the present year totaled 501 kilos, valued at 29,031,774 levas. These figures are based on official returns.

CUBA

SURTAXES ON IMPORT DUTIES CHANGED.—The surtaxes on Cuban import duties established by the public works law of July 15, 1925, have been modified by a presidential decree dated June 7, 1926, which becomes effective on July 1. The decree states that its object is to increase taxation on luxury goods and to decrease the charges on articles of necessity.

CZECHOSLOVAKIA

SOAP IMPORTS.—The Ministry of Commerce has issued a decree effective May 17, 1926, whereby import licenses are no longer required for imports of soap.

FRANCE-HAITI

TREATY ABROGATED.—The Franco-Haitian commercial treaty of 1907 has been abrogated effective July 27, 1926. France will no longer enjoy the tariff preference of 33⅓ per cent on many articles, including perfumery, soap, chemicals and numerous other articles.

GREECE

CONTINGENT OF OLIVE OIL PERMITTED FOR EXPORT.—By a recent decree, 2,500,000 okes of olive oil may be exported from Greece, subject to an export tax of 3.80 drachmas per

(*Continued on Page 298*)

THE MARKETS

Essential Oils, Aromatic Chemicals, Etc.

While business has been somewhat better during the last few weeks than it was earlier in the summer, the declining tendency of the market is still the feature of operations in essential oils. One of the chief factors in this decline in prices which has affected many leading articles on the list has been the weakness in French exchange. The steady drop in the price of the franc to low record levels has cheapened all oils of French and French Colonial origin. In part, shippers of these oils have compensated for this loss in monetary value by advancing the prices figured in francs. This is but natural in view of their desire to get the intrinsic gold value of their merchandise. It has, however, been only partly successful, it being virtually impossible to keep pace with the franc's decline by raising initial costs of the oils at points of origin.

The weakness which has been felt in these oils and the decline in prices in them has naturally affected values in the entire list indirectly. Buyers have not been inclined to come in for other oils when prices on lavender, geranium and other French products have shown sharp declines. In addition, stocks, save in the oils of American origin, have been increasing and are now fairly heavy. Efforts to sell have not been conducive to price maintenance and have resulted in some declines in other articles.

The floral group has suffered keenly from the disturbance in exchange values. Despite reports from France to the effect that crops of some of the principal products, including rose, neroli and other floral oils, are smaller and have been damaged by wet weather during the season of collection, values of many of the products in this group have shown declines. Neroli has held unchanged locally although it is reported higher for shipment from the coming crop. Rose is easier with demand rather slack and prices on certain brands somewhat lower. Lavender has declined sharply and is still weak. Geraniums have all dropped off sharply with little interest, although Bourbon has recovered a bit.

Seed and spice oils have been irregular and unsettled. There has been keen competition in them and the cost of raw material on most of the principal items in the group has steadily declined. Clove is steady though very competitive. Ginger has declined sharply owing to heavy production and the efforts of one interest to control values, an effort which has been crowned with considerable success. Prices on caraway for shipment have been low and no recovery in this weak article has been in evidence. Mace and nutmeg are competitive and most interests will negotiate on prices where large orders are concerned. Others in the group show no sensational changes, but none of them can be called better than steady.

Oils of Eastern origin are still featured by the strength

in cananga which is not offered to any extent for shipment and is extremely scarce in both native and rectified qualities in the spot market. The demand has slackened on the high price without, however, weakening the position at all. Citronella looks a little better than it did a month ago, when the situation seemed almost hopeless. There has been some buying by consumers at extremely low prices and while not profitable, this has steadied the market to some extent. Stocks are still ample, however, and a sharp recovery is not to be expected. Cassia and anise have both been weak for shipment and none too steady on spot. Both are slightly lower than they were a month ago. Camphor is scarce for shipment and firmer on spot although inquiry for it could be much better.

Domestic products are generally firm. The country dealers, fed with high prices for two years, are not offering much oil of any sort for shipment and nothing at all as yet from the new crops. The result is continued high price levels. Peppermint is firm with a decided tendency on the part of buyers to hold back in the belief that new goods will be offered later on a more reasonable price levels. Spearment is very strong owing to scarcity of goods in this market. The exception to the rule of strength is wormseed which has declined steadily, although reports are that hail has injured the new crop.

Synthetics and Aromatic Chemicals

The market has been weakened to some extent by the decline in French exchange and by reluctance on the part of consumers to purchase for more than immediate needs. In general, the weakness has been most pronounced in imported articles, prices of which have declined rather sharply. Where these goods have entered into competition with domestic products, the latter have also declined to some extent. General weakness in domestic makes has not been so much in evidence, however. There is a tendency among the importers to complain of the workings of the tariff on these products although such complaints are generally against the administration of the law and not so often against the theory of protection or even against the present rates of duty. Whether any real injustices are being done to consumers and importers at present is a question. Undoubtedly officials in charge of the situation are doing the best they can to handle all cases equitably.

Vanilla Beans

The drop in exchange has dropped the market sharply and the situation does not look any too favorable. Stocks, excepting of Mexicans are large and are not growing any smaller. Imports of Bourbons are fairly heavy and shipment prices are cheap enough to be attractive. Consumers are not buying to any great extent and the situation is none too favorable from the standpoint of importers and dealers. The chief element in the weakness of the market, however, has been the decline in exchange which has cheapened shipment prices of Bourbons considerably. This has not been compensated by advances in franc prices although they have been advanced to some extent. Unless buyers come in for larger quantities, something which does not seem any too probable at the moment, or the franc is stabilized, even lower levels would surprise no one. The disappointing feature of the market has been the fact that warm weather has not stimulated consumption to the extent which dealers had hoped and anticipated.

Sundries

Very little has happened in this group. Menthol has declined further but during the last few days has looked more stable here and in Japan. Makers of synthetic have dropped prices further and are doing a good business more or less to the surprise of those in the trade who had anticipated that cheap menthol would mean the end of synthetic. Rhubarb root has been strong but is beginning to weaken under the influence of some fairly heavy parcels now afloat. Other articles in the group have been dull but conditions have not been such that price changes would seem advisable.

CUBA'S TOILET PREPARATIONS INDUSTRY

O. R. Strackbein, Assistant Trade Commissioner, Havana, states that the only manufacturers of toilet articles in Cuba worthy of mention are Cursellas y Cia., and Sabates, S. en C., both of Havana. The former produces about 30 different general toilet articles, such as perfumes, toilet soaps, face powder, hair tonic, and rouge, while Sabates produces toilet soap and small quantities of face powder. The total production of these two factories is valued at about $1,250,000 annually. The amount of toilet preparations produced other than soap, is valued at about $600,000 to $750,000. Crusellas y Cia. Claim a capacity of three million dollars of toilet articles per year. Under the present tariff rates, however, they find themselves unable to compete with France and Spain, in both high class perfumery and toilet soaps. Because of the severity of the competition from France and Spain, higher tariff rates are looked for through action by the Tariff Commission.

Of the raw products used, particularly all the natural essential oils come from France, Spain, and Italy, while the artificial oils come from the United States, Germany, Switzerland and France. The bottles come from France and Germany, and the talcum powder comes from France and Italy and in small quantities from the United States. The paper, including cardboard, comes mostly from the United States and Germany, while the fancy paper comes largely from France. All the alcohol employed is of Cuban production and the lithographic work is done in Cuba.

The following table shows Cuba's importations of perfumery and essential oils in 1924:

Countries	*Kilos*	
France	960,356	$1,229,594
United States	409,787	389,258
Spain	31,620	35,525
Germany	19,825	23,221
United Kingdom	7,231	11,513
Other countries	4,855	8,283
Total	1,433,674	$1,696,394

TRADE IN OILS, PERFUMES AND SOAP

The month of May, 1926, showed a much larger falling off in imports of chemicals and allied products than in exports, having dropped fourteen per cent from $18,119,000 in May, 1925, to $15,627,000 in May, 1926, and two per cent in exports from $14,612,000 to $14,297,000, according to a report by A. H. Swift, of the Chemical Division of the Bureau of Foreign and Domestic Commerce.

There was nothing unusual in the export trade in the soap and toilet preparations group, which attained a value of $1,325,400. Whereas sales of perfumery and toilet waters valued at $26,000, of talcum and other toilet powders valued at $142,200, and creams, rouges, and cosmetics at $117,500, were less in May than in May a year ago, those of dental creams and dentifrices valued at $267,700 and $34,900, were more.

Imports of goods of this type failed to reach the preceding May's figure by eighteen per cent and equaled $471,000 for the month. All the classes were less.

Reductions were made in both exports of essential oils which were valued at $133,400 in May, 1926, and in imports, which were valued at $345,000.

Cananga Oil in Netherlands East Indies

The principal center of production of cananga oil in the Netherlands East Indies is the Bantam residency, West Java. This oil which resembles the ylang-ylang produced in the Philippines is prepared from the flowers of the cananga odorata, by steam distillation. From 350 to 400 kilos of the flowers yield, when properly prepared from 6 to 7 kilos of oil of superior quality and 1.75 kilos of oil of inferior quality. It is expected that with improved methods of distillation, oil of a good quality as is prepared in the Philippines will be produced and in far larger quantities than at present, says Trade Commissioner J. F. Van Wickel, Batavia, in a recent report.

PRICES IN THE NEW YORK MARKET

(Quotations on these pages are those made by local dealers, but are subject to revision without notice)
(See last page of Soap Section for Prices of Soap Materials)

ESSENTIAL OILS

Almond Bitter, per lb.	$3.00@	$3.25
S. P. A.	3.25@	3.35
Sweet True	.90@	
Apricot, Kernel	.70@	
Amber, crude	.50@	.65
rectified	.65@	.90
Amyris balsamifera	1.95@	
Angelica Root	25.00@	40.00
Anise, tech.	.60@	
Lead free, U. S. P.	.63@	.67
Aspic (spike) Spanish	1.50@	
French	1.65@	
Bay, Porto Rico	2.15@	
West Indies	2.65@	
Bergamot, 35-36 per cent.	6.00@	7.00
Birch, sweet N. C.	1.90@	2.15
Penn. and Conn.	3.00@	4.00
Birchtar, crude	.18@	
rectified	.60@	
Bois de Rose, Femelle	2.55@	
Cade, U. S. P. "IX"	.30@	.35
Cajeput, Native	.75@	.85
Calamus	4.00@	
Camphor, "white"	.15@	.16
sassafrassy	.18@	
Cananga, Java Native	5.25@	
rectified	5.75@	
Caraway Seed, rectified	1.55@	
Cardamon Ceylon	35.00@	40.00
Cassia, 80@85%	2.00@	2.15
rectified, U. S. P.	2.35@	2.50
Cedar Leaf	.90@	1.00
Cedar Wood	.25@	.30
Celery	9.50@	
Chamomile, oz.	3.50@	5.00
Cinnamon, Ceylon	12.00@	15.00
Citronella, Ceylon	.45@	.50
Java	.65@	.70
Cloves, Bourbon	2.50@	2.75
Zanzibar	2.00@	
Copaiba	.55@	.65
Coriander	6.50@	
Croton	1.00@	
Cumin	10.50@	
Cypress	6.50@	
Cubebs	4.50@	4.75
Dillseed	4.00@	6.00
Erigeron	6.50@	
Eucalyptus Aus. "U.S.P."	.50@	.60
Fennel, Sweet	.90@	
Geranium, Rose, Algerian	2.80@	
Bourbon	2.85@	
Turkish (Palma rosa)	2.60@	
Ginger	6.50@	
Gingergrass	2.75@	
Guaiac (Wood)	4.25@	
Hemlock	.87½@	
Juniper Berries, rectified	3.00@	
Juniper Wood	.65@	
Laurel	5.00@	
Lavender, English	32.00@	
U. S. P. "IX"	4.00@	5.25
Lemon, Italian	2.35@	2.50
Calif.	2.25@	
Lemongrass	1.15@	
Limes, distilled	8.00@	nom.
expressed	9.00@	9.50
Linaloe	2.60@	
Mace, distilled	1.90@	
Mirbane	.15@	
Mustard, genuine	12.00@	15.00
artificial	2.15@	2.40
Neroli, Bigrade, Pure	80.00@	100.00
Petale, extra	100.00@	130.00
Nutmeg	1.90@	
Orange, bitter	2.80@	
sweet, W. Indies	2.70@	
sweet, Italian	2.80@	3.25
Calif.	2.90@	
Origanum, imitation	.35@	
Orris Root, concrete, domestic (oz.)	3.25@	4.00
foreign (oz.)	4.00@	5.00
Orris Root, absolute (oz.)	55.00@	70.00
Parsley	3.00@	5.00
Patchouli	6.75@	8.00
Pennyroyal, American	2.85@	
French	2.40@	
Peppermint, Natural	13.75@	14.75
Redistilled, Natural	14.75@	15.75
Petit Grain, So. American	2.25@	
French	15.00@	
Pimento	4.75@	
Pinus Sylvestris	1.00@	
Pumilions	2.25@	
Rose, Bulgaria (oz.)	9.00@	15.00
Rosemary, French	.55@	
Spanish	.35@	.40
Rue	4.00@	
Sage	2.00@	3.00
Sage, Clary	30.00@	
Sandalwood, East India	7.35@	
Santalum Cygnorum	5.00@	
Sassafras, natural	.80@	
artificial	.30@	
Savin, French	2.00@	
Snake Root	15.00@	
Spearmint	6.50@	
Spruce	.90@	
Tansy	6.50@	
Thyme, red	.90@	
white	.95@	1.05
Valerian	12.50@	
Vetivert, Bourbon	16.00@	
Java	18.00@	
East Indian	25.00@	
Wintergreen, Southern	4.50@	
Penn. and Conn.	8.00@	9.50
Wormseed	5.00@	
Wormwood	7.75@	
Ylang-Ylang, Manila	26.00@	32.00
Bourbon	8.50@	10.00

OLEO-RESINS

Capsicum	2.15@	
Ginger	3.25@	3.50
Cubeb	4.00@	
Malefern	2.15@	
Oak Moss	15.00@	15.50
Orris	6.00@	15.00
Pepper, Black	3.85@	
Vanilla	8.50@	15.00

DERIVATES AND CHEMICALS

Acetaldehyde 50%	2.00@	
Acetophenone	3.50@	
Aldehyde C 14	50.00@	
C 16	25.00@	40.00
Amyl Acetate	1.00@	
Amyl Butyrate	1.65@	
Amyl Cinnamate	2.35@	
Amyl Formate	1.75@	2.00
Amyl Phenyl Acet	5.00@	
Amyl Salicylate, dom	1.45@	
foreign	1.65@	
Amyl Valerate	3.00@	3.50
Anethol	1.40@	
Anisic Aldehyde, dom	3.50@	
foreign	3.75@	
Benzaldehyde, U. S. P.	1.30@	
F. F. C.	1.55@	
Benzilidenacetone	2.85@	4.25
Benzophenone	5.50@	
Benzyl Acetate, dom	1.15@	
foreign	1.15@	1.25
Benzyl Alcohol	1.25@	
Benzyl Benzoate	1.35@	1.50
Benzyl Butyrate	5.50@	5.75
Benzyl Cinnamate	9.50@	
Benzyl Formate	3.25@	
Benzyl Propionate	4.00@	5.00
Borneol	2.75@	
Bornylacetate	4.50@	
Bromstyrol	4.00@	4.50
Carvol	5.25@	
Cinnamic Acid	3.25@	3.50
Cinnamic Alcohol	4.25@	5.25
Cinnamic Aldehyde	2.85@	3.25
Citral, C. P.	3.00@	3.50
Citronellol, dom.	5.75@	7.00
foreign	5.75@	7.00
Coumarin, dom.	3.25@	3.75
foreign	3.45@	3.75
Diethylphthalate	.32@	
Diphenylmethane	1.75@	2.50
Diphenyloxide	1.00@	1.40
Ethyl Acetate	.45@	
Ethyl Benzoate	1.50@	
Ethyl Butyrate	1.50@	
Ethyl Cinnamate	3.75@	
Ethyl Formate	1.00@	
Ethyl Propionate	2.00@	
Ethyl Salicylate	2.50@	
Eucalyptol	1.05@	
Eugenol	2.75@	3.25
foreign	2.85@	3.25
Geraniol, dom	2.85@	3.25
foreign	3.00@	4.50
Geranyl Acetate	4.75@	
Geranyl Butyrate	13.00@	
Geranyl Formate	12.50@	
Heliotropin, dom	1.85@	
foreign	2.10@	2.35
Hydroxycitronellal	8.50@	11.00
Indol, C. P. (oz.)	3.75@	6.00
Iso Butyl Benzoate	3.85@	
Iso Eugenol	4.00@	
Linacol	5.00@	6.50
Linalyl Acetate 90%	6.75@	7.50
Linalyl Benzoate	13.00@	
Methyl Acetophenone	3.35@	3.75
Methyl Anthranilate	2.30@	3.00
Methyl Benzoate	2.00@	
Methyl Cinnamate	4.25@	5.00
Methyl Eugenol	7.75@	10.00
Methyl Heptenone	9.00@	
Methyl Heptine Carbon	27.00@	35.00
Methyl Iso Eugenol	12.50@	13.00
Methyl Octine Car	27.00@	35.00
Methyl Paracresol	6.50@	
Methyl Phenylacetate, Art, Honey Aroma	4.50@	5.50
Methyl Salicylate	.43@	.48
Musk Ambrette	7.00@	9.00
Ketone	8.50@	9.50
Xylene	2.50@	3.25
Nerolin	1.50@	1.75
Nonylic Alcohol	40.00@	52.00

(Continued on Next Page)

Phenylacetaldehyde 50%.	6.50@	8.00
imported	6.50@	8.00
Pure	9.50@	10.50
Phenylacetic Acid	3.25@	4.00
Phenyl Ethyl Acetate	10.00@	15.00
Phenyl Ethyl Butyrate	16.00@	20.00
Phenyl Ethyl Formate	18.00@	
Phenyl Ethyl Propionate	16.50@	
Phenyl Ethyl Alcohol, domestic	5.25@	6.00
imported	5.25@	6.00
Rhodinol, dom.	10.50@	20.00
foreign	12.50@	22.00
Safrol	.32@	
Skatol, C. P. (oz)	9.00@	10.00
Terpineol, C. P. dom.	.33@	.35
imported	.32@	.35
Terpinyl Acetate	1.25@	
Thymol	3.85@	
Vanillin	7.80@	8.15
Violet Ketone Alpha	5.00@	9.00
Beta	6.25@	8.00
Yara Yara	1.65@	2.00

SUNDRIES

Alcohol Cologne spts., gal.	4.97@	5.12
Almond Meal	.28@	.30
Ambergris, black (oz.)	15.00@	18.00
grap (oz.)	28.00@	32.00
Balsam Copaiba S. A.	.50@	
Para	.45@	
Balsam Peru	1.95@	
Tolu	1.25@	1.50
Beavor Castor	4.50@	7.00
Cardamon Seed, green	1.85@	
decort	2.65@	
Castoreum	4.00@	
Chalk, precipitated	.03½@	.06½
Civet horns (oz.)	2.25@	
Guarana	.75@	.80
Gum Benzoin Siam	1.20@	1.60
Sumatra	.35@	.40
Gum Gamboge, pipe	.95@	
powdered	1.30@	
Kaolin	.03@	.03½
Lanolin hydrous	.18@	.20
anhydrous	.20@	.23
Menthol, Jap.	4.35@	4.75
synthetic	3.50@	4.00
Musk, Cab, pods (oz.)	20.00@	
grains (oz.)	26.00@	28.00
Tonquin, gr. (oz.)	36.00@	
pods (oz.)	25.00@	
Orange flowers	1.00@	
Orris Root, Florentine	.10@	.12
powdered	.15@	.25
Orris Root, Verona	.08½@	.12
powdered	.12@	.25
Patchouli leaves	.25@	
Peach Kernel meal	.35@	
Rhubarb Root, Shensi	.60@	Nom.
High Dried	.48@	
Powdered	.50@	.55
Rice Starch	.12@	.15
Rose leaves, red	2.00@	
pale	.65@	
Sandalwood chips	.45@	.50
Saponin	1.25@	
Styrax	.47½@	2.20
Talc, domestic (ton)	18.00@	40.00
French (ton)	40.00@	45.00
Italian (ton)	50.00@	65.00
Vetivert root	.30@	
Zinc Stearate	.26@	.30

BEANS

Tonka, Beans, Para	.95@	1.00
Tonka, Beans, Angostura	2.00@	2.25
Vanilla, Beans, Mexican.	5.25@	6.50
Mexican, cut	4.00@	4.50
Vanilla, Beans, Bourbon, whole	3.30@	
Bour, cut	3.00@	
Vanilla, Beans, Tahiti, yellow label	2.50@	
white label	2.75@	

FOREIGN CORRESPONDENCE

(*Continued from Page 295*)

oke. As to districts of origin, 1,000,000 okes of this amount may be exported from each of the islands of Mitylene and Crete and 500,000 okes from the island of Corfu. (1 oke equals 2.8215 pounds.)

ITALY

PERFUME PRODUCTION INCREASES.—The domestic production of perfumes increased during 1925, and the growing consumptive demand permitted domestic manufacturers to dispose of their products. A small increase was likewise registered in the volume of exports, but France continues to dominate the market for higher grade perfumes, and imports from that country show a considerable gain.

SOAP IN GOOD DEMAND.—The soap industry reports that 1925 was a comparatively good year. With the general raising of the standard of living among the Italian people, particularly, the lower classes, which has come about since the World War, the demand for soap has increased year by year. Imports of soap, from France and England especially, registered a decrease as compared with receipts of the previous year. The flourishing condition of the textile industries tended to increase the demand for soaps used in the manufacture of textiles, and the consumption of high-grade laundry soap in flakes was greater than ever before. The Italian manufacturers of perfumed soaps, however, complain that they have not yet been able to overcome foreign competition.

FOREIGN TRADE.—The imports and exports of essential oils, perfumes, soap and candles compare as follows:

Imports: 1924, 40,365,087 lire; 1925, 52,902,162 lire.

Exports: 1924, 85,503,017 lire; 1925, 123,050,804 lire.

In 1925 one lira equalled $0.03978 at the average rate of exchange.

CHAMBER OF COMMERCE.—The American Chamber of Commerce for Italy, of Milan, announces that it has opened a branch at 17 Piazza Nunziata, Genoa (6).

MEXICO

NEW IMPORT REQUIREMENTS.—The new sanitary code of Mexico, published in the *Diario Oficial* of June 8 and 9, 1926, prohibits the importation, interior commerce, manufacture, etc., of "secret" preparations, which do not state on the containers the exact formula of their composition; which have not previously been adjudged by the department of health; that advertise cures by certain dosages or by ingredients that in the opinion of the department do not have such curative powers.

The use of mercury salts, lead, or other poisonous ingredients in the preparation of pomades, dental paste, toilet creams, face powders, and the importation, manufacture and sale of such articles containing these ingredients, are prohibited.

All patent medicines, etc., must bear labels, stating the composition of the remedy, the name of the manufacturer, the location of the factory or laboratory, the name of the importer and his commercial address, if the article is imported, and other information health officers require.

Packages of foodstuffs and beverages must bear labels stating such data as required by law (whether the article is artificially colored, flavored, or adulterated, etc.), name of manufacturer, location of factory, and name and commercial address of importer, if article is imported.

UNITED STATES—LITHUANIA

MOST-FAVORED-NATION AGREEMENT BECOMES EFFECTIVE.—The most-favored-nation commercial agreement between the United States and Lithuania that was concluded by an exchange of notes on December 23, 1925, has been ratified by Lithuania and became effective on March 26, 1926.

ZANZIBAR

PERFUMERY IMPORTS.—The imports of perfumed spirits into the Zanzibar Protectorate during 1925 amounted to 1,144 gallons (Rs. 41,298), of which France supplied 809 gallons and Germany 335 gallons.

VISCOUNT LEVERHULME DISCUSSES MERITS OF ADVERTISING

(Special Correspondence to This Journal)

LONDON, July 5.—Speaking as the principal guest of the British Poster Advertising Association at its annual dinner, recently held at Folkestone, Viscount Leverhulme, governor of Lever Brothers, Ltd., said the question was sometimes asked which was the better form of publicity, press advertising or billposting. He said that this always struck him as a very insane question. One might as well say to a golfer: "I understand you play golf; do you play with a wooden club or with an iron club?"

People are very fond of arguing the rival merits of things which they believe to be in diametrical opposition to each other, but which the future will prove are not really in opposition but are complementary the one to the other.

According to Viscount Leverhulme, the question of billposting or press advertising is a small example of this, while there is a much larger and more critical example of it in the great question of capital and labor.

"A few years ago," Viscount Leverhulme continued, "some publicity was given to an observation of mine that when we come to a time of trade depression the goods which weather the storm best are those which are advertised. In the years which have intervened there certainly has been further proof of the fact that in difficut times such as we are passing through now it is the advertised proprietary article which comes through rather than the unadvertised article. I have heard the illuminated signs at Piccadilly Circus (London's 'Great White Way') spoke of as the 'Scotchman's Moving Picture Show.' Quite seriously I hold the opinion that the advertising, artistic poster now found on the boardings has in late years improved the public taste as far as art and design are concerned."

Protein in Household Soaps

English Patent 243,423 (K. Haas).—By saponification of casein or glue and fat with excess of alkali (resulting in partial hydrolysis of the casein), and when evolution of ammonia becomes noticeable adding formaldehyde or similar substance so that hexamthylenetetramine is formed (thereby preventing further hydrolytic dissociation of the protein), a good household soap is obtained having increased washing and lathering properties due to the soap containing 15 per cent of stable proteins.

Features to Be Found on Other Pages

Readers of the SOAP SECTION usually will find items of interest in our Trade Notes, as well as in Patents and Trade-Marks and Washington and Foreign Correspondence.

THE EMPLOYMENT OF OZONIZED AIR FOR BLEACHING FATS*

By R. ERMINI

Since in the soap industry fats are often used which are not suitable for food purposes, it is in the nature of the case that one has frequently to do with discolored varieties. So far as refuse products are involved, the dark color is a sign of poorer quality, but other fats which are suitable for the manufacture of soap, like palm oil, cocoanut oil, linseed oil, rape seed oil, have naturally a dark color. Now since it is well known that clear products are demanded in the soap industry, the clarifying of such fats is pressingly necessary.

For palm oil air bleaching at 80-100° c. has proved practical and economical. The process is completed for the most part in 6-8 hours, but may in individual cases require a longer time. Decisive factors in the operation, besides the quantity of the oil, are the quantity of the air bubbling through in the time unit, the depth of the oil in the autoclave, the size of the air bubbles, and the amount of moisture and impurity. Self evidently the same factors are of importance when ozonized air is used:

Humidity: The bleaching process begins to be effective when most of the water is removed.

Size of the air bubbles: With the size of the bubbles the contact surface between air and oil varies, and with it also the duration of the bleaching process. If two air bubbles have the diameters d_1 and d_2, their volumes v_1 and v_2, and their surfaces s_1 and s_2, the relation of the volumes is

$$\frac{v_1}{v_2} = \frac{d_1}{d_2}$$

and the relation of the surfaces is

$$\frac{s_1}{s_2} = \frac{d^2}{d_2}$$

The depth of the oil layer in the autoclave is essential for the period of time during which the oil remains in contact with the ozonized air.

Impurities: Of importance is the influence of the impurities upon the bleaching process. Bleaching experiments were carried out on different samples of palm kernel oil. In all cases the same oil and the same quantity were used, the only difference was that the several samples were taken from different depths of the storage vat. The time required for bleaching the oil increased considerably with the samples taken from the greater depth.

These observations were made by the author after he had been persuaded to make the experiments with ozonized

* From *Zeit. d. D. Oel-u. Fett Ind.*, Vol. 45 (1925), No. 46.

air by the fact that the conditions for the air bleaching of palm oil were remarkably favorable whenever they were carried out in sultry weather which threatened a thunder storm. He was successful in thoroughly bleaching palm kernel oil at a temperature of 60-80° C. without the oil being affected. In case of experiments on a large scale a three-fold efficiency was possible by the use of ozonized air, since one lot was clarified in the autoclave on the average in two hours.

The author had not yet had the opportunity of determining whether during the operation on a large scale the physical and chemical conditions of the oil remain unchanged, or whether the ozone attacks the oil acid; he reserves the right to make investigations on this point.

Experiments on olive oil foots and dark tallow (no color) met likewise with favorable results. While these fats after bleaching with benzoyl-peroxide are liable to take on a slightly greenish color, after bleaching with ozonized air they yield good clear soaps.

A further advantage of the treatment with ozonized air is the deodorisation, which is accomplished simultaneously with the bleaching.

TESTING WASHED FABRICS' DURABILITY

A British contemporary tells of the publication at frequent intervals of many investigations as to the alleged effect on cotton, linen, wool, and other textile materials, of washing them with soap solutions containing various additions, such as sodium hydroxide, sodium carbonate, sodium silicate, etc. The yarn or fabric is washed with the solution for a given number of times, and then tested with a tensilometer, which measures the breaking strain or tensile strength of the fabric. Such tests on yarn cannot be regarded as very satisfactory, as the textile material is, in practice, used and washed in the form of fabric rather than of yarn, and in experiments on fabric it is necessary to make tests both lengthwise and at right angles, warp and weft, in order to arrive at satisfactory figures. A great improvement in these tests has been brought about by the introduction of the Mullen tester, which determines the "bursting test," and is now superseding the old tensilometer tests. With this apparatus the fabric is made to fail under conditions which approximate much more closely to those obtaining in actual use, being both stretched and distorted. An interesting account of some experiments carried out by the British Launderers' Research Association with this apparatus, appeared in the *Journal of the Society of Chemical Industry* recently. One striking conclusion there come to is that woolen, silk, and "celanese" fabrics are more weakened by boiling in a 1 per cent. solution of sodium oleate than in a 1 per cent. solution of sodium carbonate, though wool and silk are less weakened by treatment with a 0.3 per cent. solution of sodium oleate at 15° C. for 45 hours. It is found that the results with the Mullen apparatus are more concordant than with the tensilometer.

A German Soap Patent

W. Saechtling has applied for a British patent for a process in which curd soap is bleached and refined after salting out by treating it first with a bleaching agent having a reducing action, then with one having an oxidizing action, or vice versa. Agents specified are acid or neutral sodium hyposulphite, hydrogen peroxide, and persulphates, percarbonates, and persilicates of sodium, potassium, or ammonium. In an example, one cental of fatted and grained soap is agitated for 15 minutes at 60-70 deg. C. with 50 grams of a hyposulphite dissolved in 200 grams of water, and then with a solution or suspension of 350 grams of a percarbonate or persulphate in 1,400 grams of water.

A NEW METHOD FOR PREPARING CHEAP, TRANSPARENT SOAPS

By H. KASARNOWSKI

By way of introduction there is a discussion of the various additions formerly used for preparing transparent soaps such as sugar, glycerine, alcohol, castor oil, etc., and of the attempts at replacing these partly very expensive additions by cheaper ones. There is then a detailed discussion of the observations which were made on methylhexalin soaps, in which case it was found that the transparency which in these soaps occurs in a slight degree may be considerably increased if in place of pure methylhexalin a high grade finished hexalin-potash soap e. q. savonade, is used. The observation was then made that a hexalin-potash soap possessing a quite specific emulsion effect, which is designated as diaphan oil (see above), is capable of imparting both to a simply prepared lime soap and to a grained soap which has been salted out, so high a degree of transparency that nothing remains to be desired for it.

The question whether cooled soaps are used up more quickly than those allowed to stiffen slowly in molds has been discussed by C. Bergell (*Seifens.—Ztg.* 1925, p. 938). On the ground of his experimental investigation he came to the conclusion that the various physical characteristics of soaps of identical fat addition have no perceptible influence on the more or less rapid solubility of the soaps, and that consequently cooled soaps are not used up more rapidly than similar soaps when left to solidify in molds. It is thus the fat addition as such which alone has a perceptible influence on the solubility of the soaps prepared from it.—*Ztschr. D. Fettindustrie, through Die Seife, Vol.* 49, *No.* 6.

SUGGESTIONS AS TO SOAP COOLING

A contemporary comments on numerous suggestions that have been made for superseding the old-fashioned method of cooling soaps in frames, which is a slow process, involving much delay in converting fats into saleable soap, and requires considerable floor space. For milled toilet soaps more rapid cooling is now very largely accomplished by the use of some modification of the Cressoniere process in which the liquid soap is caused to fall in a thin stream on the outer surface of internally cooled revolving cylinders, where it solidifies to a thin sheet, and is then cut into ribbon by passing over a serrated knife edge. The process also includes a special method of drying the soap, the ribbon being made to traverse a drying chamber by means of travelling endless bands, so that the soap is both cooled and dried in about an hour. The difficulty with household soaps has been that rapid cooling of the soap by pouring it into moulds surrounded by running cold water, as done in several inventions, on the lines of a candle moulding machine, has injured the appearance of the solidified soap. This was surmounted to some extent by cooling the soap under pressure, and further improvements in the process have more recently taken place, so that possibly ere many years elapse the soap frame for cooling soap may become a thing of the past.

Soaps for Brightening Sulphur Dyes

According to a French patent (594,146), by R. Vidal, soaps especially suitable for brightening sulphur dyes are obtained by treating oils, fats and waxes with alkali hydroxides in the presence of aldehydes, such as furfuraldedyde and methylfurfuraldehyde.

Unwilling to Miss an Issue

(*Beecham's Laboratory, Toilet Requisites, Oscawana-on-Hudson, N. Y.*)

We do not care to miss an issue of THE AMERICAN PERFUMER & ESSENTIAL OIL REVIEW.

INSECTICIDE MAKERS WORKING TOGETHER

Find Solution of Many Problems in Compact Active Organization
Adoption of Code of Ethics Promised; Legislative Work Important

One of the smaller, but none the less important associations of manufacturers, which is accomplishing much good for the industry which it serves is the Insecticide and Disinfectant Manufacturers' Association. Many of the problems of this industry are very similar to those which the soap manufacturers face. Others of course, are, totally different. At the same time, enough likenesses exist to make the activities of the association and the story of what it is accomplishing for its membership of interest to the soap manufacturer. In addition, the way in which the varied problems of a complex and important industry are met by the members in co-operative effort, is, even in so small an industry, of interest to manufacturers who unfortunately, have no central organization through which they can handle similar troubles and difficulties.

The association serves a rather young industry. The growth and development of the insecticide and disinfectant industry is still in its infancy. In this respect, it is wholly different from the soap trade which has many members whose history dates back to the early years of the country. It is a rapidly growing industry, however, and in this it is like the soap industry. The development of insecticides and disinfectants and the growth of sales of these products has been extremely rapid. In such rapid development, the industry has, found old methods unworkable in both manufacture and sales.

It has also discovered that rapid growth is not an unmixed benefit, in that it encourages practices which the industry as a whole cannot long countenance and which individual members cannot resort to without affecting the others adversely. It is precisely in eliminating such practices that the association functions. It has been successful in many ways. It is becomining more and more a factor in the industry.

A Small, Compact Body

The Insecticide and Disinfectant Manufacturers' Association has at present only 46 members. The bulk of the membership is centered in the East but the association is rapidly expanding not only activities but also its membership. For several years at the outset, the association held its convention in New York exclusively. The growth in membership and in distribution of membership, however, has now made it advisable to change this practice. A recent meeting was held in Quebec. Other forthcoming meetings have been planned for points further West although the next annual convention in December will be held in New York.

The size of the membership, however, is hardly a criterion of the strength or value of the association. As has been said, the industry is not a very large one. On the rolls of the association are the names of virtually all of the most important firms in the industry. In addition, through so closely knit a group, it is possible to secure even greater co-operation than it is in a larger unit. The work of the association is divided about equally between the research and the business sides of the industry. Both receive attention from the association and problems in both lines are considered through committees and at the annual meetings.

Secretary's Work Important

Much of the business of the association is conducted through the office of the secretary. In distinction from the larger associations, the work of which has been outlined in previous articles in this series, the secretary is not a paid official or employee but an active working member of the industry. This has both its advantages and its disadvantages. The secretary is naturally in closer touch with trade problems through his business connections than could an employee be. At the same time, the pressure of his regular duties naturally subtracts from the time which he can devote to purely association matters. Doubtless, with the continued growth of the association, a central bureau with a paid secretary will have to be established.

The office of the secretary acts as a sort of clearing house for information and also transacts much of the important work of the association during the intervals between the regular meetings. Work in advising the members of the various bills introduced into the National and the various State Legislatures forms a very important part of this correspondence. The secretary handles these matters through correspondence with the members and with various interested parties. In addition, frequent bulletins regarding these and other matters are sent out through his office. About sixty of these bulletins are issued each year although there is no fixed number, the exigencies of the situation dictating when they should be sent out.

Among the subjects treated in recent bulletins have been the so called "caustic-acid" bill, misbranding legislation, amendment of the Federal Insecticide Act, census reports and various other matters of Interest to the industry and to the individual members.

Works Through Committees

The secretary also co-operates very closely with the various standing and special committees of the association and advises the members of the work of these committees and of any information which is necessary to enable the committees to function smoothly. He is in direct touch with the officers of the association and through correspondence with many of the individual members with the result that his office acts in keeping interest in the association alive in the interval between meetings.

A standing committee on membership is one of the most active committees of the association. Naturally, in a rather young association connected with a rapidly growing industry, the work of securing representative members both among new and old firms is an important one. A steadily increasing membership roll testifies to the good work of the committee. In this connection, it is important to note that the association is broadening its activities to include closer cooperation with firms in allied industries. It ha. recently adopted an amendment to the membership regulations which provides for the admission as associate members of concerns manufacturing containers, packaging machinery. spraying equipment and allied articles. It is hoped in this way not only that the membership of the association will

be increased and broadened but that closer touch may be had with allied industries and problems affecting both may be handled with more efficiency and despatch.

Standing committees on disinfectants and insecticides also exist within the association. Their work is principally to co-ordinate such matters of research as may come to the attention of the members. In this work, they have been hampered to some extent by the fact that developments of individual firms must be carefully and conscientiously protected. However progress is being made and such developments as may not be secret and may be of interest to the members are projected by these committees in their annual reports.

Legislative Work Important

The question of legislation is an all important one with the industry and with the association. Probably no industry is faced with the necessity of making its product conform so rigidly to so great a number of laws as is this one. The work of the association in its infancy was largely directed to spasmodic combating of laws which seemed to the members to be inimical to their interests. It was soon found, however, that this was hardly the method by which the best results could be secured, and that it was moreover, giving the association something of an unfavorable name. Efforts along this line are now better directed and more efficiently handled.

The efforts of the association along legislative lines are now mainly directed toward securing uniformity in laws and restrictions and in bringing insofar as it is possible, state laws into conformity with National legislation so that the individual manufacturer may not be hampered by a variety of regulations as to contents, labeling and other matters but may sell the same product in virtually the same package throughout the entire market. Some measure of success has already attended this work and the association has made itself felt in combatting unreasonable legislation. It is equally interested in the proper enforcement of fair regulations and does not oppose laws which serve to protect the public from abuses in the industry.

Propose Research Laboratory

In connection with its research work, the association now has in mind the matter of establishing a Research Laboratory for special work in disinfectant and insecticide problems. The matter is being handled by a very competent committee of the association and has aroused widespread interest. The association believes that work along the lines is badly needed and that it is unlikely that it will be developed as it should be without the intervention and support of the association and the industry. While no definite plans have as yet been formulated, it is anticipated that the subject will be ready for action at the time of the forthcoming annual convention.

Numerous research problems exist in any industry as new and as rapidly progressing as this one and individual efforts, while they have accomplished much of importance, could hardly hope to make as rapid progress as more intensified co-operative work. In addition, the benefits to the industry as a whole will be much greater than could be gained from work by individual firms which would naturally be preempted by the concerns which handled the work and bore the expense.

The quality of insecticides and disinfectants receives a considerable amount of study from the association. It makes every effort to hold its membership to definite standards as to quality and to prompt the individual members to greater efforts along this line. The disciplinary effect of these steps is observed in raising the standard of general insecticide and disinfectant types to a high level and the work is still in progress. In this work, the association is in close touch with the government Insecticide and Fungicide Board, the two bodies being mutually helpful in detecting off quality or misbranded materials and just as helpful in correcting the evils when they are discovered.

Code of Ethics Planned

In this connection, the association is now working on a question which is receiving general attention from practically all trade associations. This is the matter of a Code of Ethics to govern their members in their dealings with one another end with the public. Pursuant to a resolution adopted a year ago, the officers of the association are now acting as a committee in the framing of such a code. Certain trade practices have arisen which the association feels are detrimental to the good will of the public toward the industry. Work on the code is in progress and it is hoped to have the matter in such shape that it can be debated and possibly adopted at the next convention of the association.

Matters to be considered in this connection are the quality of goods offered, methods of competition, attitude of individuals toward their fellows and such other subjects as may be properly included in such a code. The members of the association are known to be favorably inclined toward the adoption of uniform practice in such matters and it is hardly possible that the code to be framed by the officers will be rejected or even greatly modified.

Numerous Other Problems

Container problems and shipping practice are also receiving the attention of the association although, owing to the lack of close co-operation with manufacturers of containers and cases, progress has been slow. The opening of the membership rolls to include these manufacturers should make possible great strides toward uniformity and economy in these matters which are of considerable importance.

There are numerous other problems of technical and special interest which are being considered, such as definite standards of toxicity, questions of conformation to U. S. P. standards and the like. Other matters of business which receive consideration are patents and trade marks, sales methods and so on, all of which are of considerable moment and in all of which, considerable progress is being made.

Similar problems and difficulties are being faced by the soap industry. In addition, there are many other questions which might engage the attention of an association of soap manufacturers. Most of them could be handled and doubtless settled with general satisfaction by an active and aggressive trade organization. When such benefits to an industry can accrue from so small an association as that of the insecticide and disinfectant manufacturers, what could not be accomplished by so large an industry as that devoted to soap manufacture?

Soap Making Process Without Water

Dr. Adolf Welter, of Krefeld—Pzeinhafen, Germany, has patented a process in the United States (No. 1,560,626) for the manufacture, without the addition of water, of non-decomposable soap of high fatty acid content, by mixing at the temperature of the approximate melting point of the fatty acids, a measured quantity of water-free alkaline carbonate with commercial fatty acids, said measured quantity being about double the quantity required for the complete saponification of the fatty acid and the excess of alkali being about the quantity necessary for the absorption of all the carbon dioxide resulting from the saponification. A soap is thus formed containing a substantial excess of bicarbonate and approximately no stronger alkaline impurities than bicarbonate of soda. This patent is similar to the English patent No. 202,710 by the same patentee.

Appropriation for Potash Survey

President Coolidge signed on June 24 an act (Senate bill No. 1821) which authorizes the Secretary of Agriculture and the Secretary of the Interior jointly to investigate the potash deposits in the United States, to determine their location, extent, mode of occurrence, and to conduct laboratory tests. The act originated in the Senate following the announcement of the potash monopoly agreement between Germany and France whereby the two countries were to divide the American potash market, and fix prices therein.

POINTS ON THE RANCIDITY OF SOAPS AND OILS AND SPONTANEOUS HEATING OF SOAPS*

By ARCHIBALD RAYNER, B.Sc., F.I.C.

Few commonly occurring phenomena in the oil and allied trades have been less understood than the effects associated with rancidity, both as regards oils themselves, and more particularly as regards soaps.

Rancidity of Oils

As the essential conditions are common to both soaps and oils it is necessary first of all to consider briefly the question of rancidity of oils. After being a neglected subject for a long period, in more recent years considerable attention has been devoted to this question. The factors which influence the development of rancidity, at any rate in oils, are exposure to air, light and moisture. Whilst it is apparent to everyone of what rancidity consists physically, it is much less easy to define of what it consists chemically. It was at one time supposed that the acidity of any oil and its rancidity were one and the same thing, which, however, is certainly not the case, as an oil may well contain a considerable proportion of free fatty acids and yet be quite sweet. On the other hand, if an oil is rancid it will certainly contain fatty acids. In addition to fatty acids there are present invariably small traces of aldehydes and ketones, and it is undoubtedly to these that the rancid smell is due. The mechanism by which these bodies are produced from the unsaturated acids in a fat has recently been summarized by Tschrich and Barben[1] as follows:—

(1) Exposed to light and air the molecule of unsaturated acid adds O_2 at each double bond, forming a peroxide.
(2) Water slowly removes oxygen, forming an oxide, and also producing at the same time hydrogen peroxide and ozone.
(3) Ozone at once adds on oxygen to the oxide, forming the unstable ozonide.
(4) Water breaks up the ozonide into simpler molecules of aldehydes and acids of lower molecular weight.

The changes may be followed easily from the following graphic formulæ:—

Unsaturated acid

$$R{-}CH_2{-}CH{=}CH{-}(CH_2)_n{-}COOH,$$

(1) Add oxygen

$$R{-}CH_2{-}\underset{\displaystyle O}{\overset{|}{CH}}{-}\underset{\displaystyle O}{\overset{|}{CH}}{-}(CH_2)_n{-}COOH, \text{ peroxide,}$$

(2) Add moisture

$$R{-}CH_2{-}\underset{\displaystyle O}{\overset{\diagup\diagdown}{CH}}{-}\underset{\displaystyle O}{\overset{\diagup\diagdown}{CH}}{-}(CH_2)_n{-}COOH, \text{ oxide} + H_2O_2 + O_2,$$

(3) Add ozone

$$R{-}CH_2{-}\underset{\displaystyle O}{\overset{\diagup\diagdown}{CH}}{-}\underset{\displaystyle O}{\overset{\diagup\diagdown}{CH}}{-}(CH_2)_n{-}COOH, \text{ ozonide,}$$

(4) Add water

$$R{-}CH_2{-}\underset{\displaystyle O}{\overset{\|}{CH}} : HOOCCH_2{-}(CH_2)_n{-}COOH$$

aldehyde lower dibasic acid, *e.g.*, sebacic acid.

This, together with the bleaching action of H_2O_2, explains all the phenomena of rancidity.

As might be expected from the above considerations oils and fats containing highly unsaturated acids are particularly prone to rancidity. When a chemical test of rancidity was needed it is not surprising, therefore, that the test originally devised by Kreis should be one which is based on the use of a reagent sensitive to minute amounts of aldehydes. The Kreis test, as recently modified by Kerr[2], is carried out as follows:—

> "To 10 cc. of the oil add 10 cc. of HCl of sp. gr. 1.19 in a large test tube. The tube is then stopped and shaken vigorously for approximately 30 seconds. 10cc. of a 0.1 per cent. solution of phlorglucinol in ether is then added, and the oil shaken and allowed to stand. A red or pink coloration in the acid layer indicates rancidity."

This test must be used with caution, always bearing in mind it is a special test for aldehydes and ketones, and might be given by these bodies naturally present in an oil (e.g., cotton oil). Similarly, for this reason, it cannot be applied to a soap which has had perfume material added. It may be said, therefore, that while a negative test is an indication of the absence of rancidity, the converse statement does not always hold true. Since rancidity, when fully developed, is very easily detected by the nose test, the great value of the Kreis test lies in its ability to indicate incipient rancidity, and thus to allow protective measures to be taken with material that the test indicates to be destined eventually to become sufficiently rancid to be detected by the nose. The application of the test to soap base regarding which any doubt may be entertained from the nature of the raw material used or other circumstances is obvious.

Very recent work by Powick[3] has indicated acrolein as an inevitable companion of rancidity, and a special test has been given by this worker which is based on the behavior of traces of this substance with phloroglucinol. As the reaction is not given by such aldehydic substances as vanillin, etc., and non-rancid cotton oil, it might appear preferable to the Kreis reaction, but, as it will be shown later, rancidity occurs in soaps when there is no possibility of glycerine being present, it is difficult to suppose that acrolein comes into question here, and until further work has been done on the matter it will probably be advisable to keep to the Kreis test, which must be used with circumspection.

Rancidity of Soaps

The term rancidity as applied to soap has a rather wider meaning than when applied to oils. Thus there is the occasional recrudescence in the soap of the characteristic odor of the oil from which the soap may have been made, as, for instance, the tendency towards the re-development of the characteristic "cocoanut" odor of palm kernel oil in the soap which prevents its replacement of cocoanut oil in toilet bases. This is undoubtedly in quite a different category from the ordinary rank alehydic rancidity which proceeds unexpectedly at times from materials apparently excellent in quality and above suspicion. This is by far the more serious matter, and occurs mainly with toilet and shaving soaps, and is characterized, first by the rapid weakening and ultimate vanishing of the perfume, followed by the development of the characteristic aldehydic smell. At the same time there is very often a development of a number of brown spots in the soap.

Causes of Rancidity

For many years it was the commonly accepted idea that rancidity was always due to the presence of unsaponified fat in the soap. While the presence of unsaponified fat will certainly tend to cause the soap to

---

* From the London *Perfumery & Essential Oil Record*, Vol. 17, No. 3, 1926.

[1] *Apoth. Zeit.* 62, 281-5, 293-5 (1924).

[2] *J. Ind. Eng. Chem.* 1925, 15, 383.

[3] *J. Ind. Eng. Chem.* 1923, 15, 66.

go rancid, as will be shown later in the writer's experience, bad cases of rancidity have been found in which, from the nature of the process by which the soap was made, the presence of unsaponified fat was absolutely out of question. The mechanism by which unsaponified fat causes soap to go rancid has been indicated recently by Bergell and Stiepel[4]. These workers have demonstrated that mixtures of fat and soap and water boiled together cause a splitting of the fat into free fatty acid, the water, under these circumstances acting as a saponifier, and similarly in a soap containing unsaponified fat the water and free alkali continue to hydrolize the fat with liberation of free fatty acids, which oxidize and give rise to rancidity in the usual manner. As has been stated, the danger of unsaponified fat in the soap has long been appreciated, and every precaution must be taken to insure complete saponification. To this end it has been thought advisable by several large firms to store toilet base for several weeks before drying and milling and finishing.

The writer has had abundant experience of rancidity developing from sources other than unsaponified fats. In particular, cases may be mentioned in which toilet base has been made entirely from specially selected distilled fatty acids, and in which, therefore, there was no possibility of any unsaponified fat being present. Generally only in one batch in a hundred would any rancidity develop, and then perhaps trouble would be experienced in the characteristic manner. It is of interest to record in this connection that more trouble was experienced with vegetable fats than when the base was of fatty acids of animal origin, although naturally in all cases only specially selected odorless distillate of the highest quality was used, and the smell developed was not connected in any way with what is generally known as the "distillate" smell. It seems certain that the rancidity of soaps, similarly to that of oils, is the result of the presence of free fatty acids, which become oxidized in a manner to which soaps themselves and neutral oils are immune. It might be expected that more highly unsaturated acids than oleic acid would be particularly dangerous, and this is actually found to be the case. Some soap makers take the precaution of testing their oils for highly unsaturated acids by the ether-insoluble bromide test before passing them for making toilet base.

From what is known of the composition of the liquid acids of fats it is not always possible, however, to determine their relative liability to go rancid. For instance, the composition of the liquid acids of beef tallow and mutton tallow is very similar, and yet it is a matter of general experience that the latter is much more dangerous than the former in its liability under the same conditions to give a rancid soap.

It has recently been reported by Bergell[5] that considerable trouble which had been experienced by toilet soaps turning rancid and developing spots was on account of the poor quality of certain by-product tallows which had been purified and sold as high-grade tallows. He states that the detection of such material is possible by boiling a test batch in the laboratory and examining he lyes. Normal tallows yield only very small quantities of normal fatty acids of an acid number of 200 to 210, whilst the dangerous tallows yield ¼ per cent. to 1 per cent. of fatty acids, mostly petrol-insoluble hydroxy acids, with an acid number of 300 or over and an iodine value of 20 to 30.

As shaving soaps are often made largely from stearine which should have had nearly all the liquid acids removed, it might be expected that a shaving soap would be particularly safe, which is, however, certainly not the case. This is probably due to the fact that solid isoleic acid is present in the stearine, and this acid, in the writer's experience, has been found to be itself particularly prone to become rancid, and to have a much greater tendency in this direction than its liquid isomer oleic acid. Further, shaving soaps are generally particularly neutral, and, as is mentioned later, this is a condition favoring rancidity. Generally speaking, all except the most highly pressed stearines have a distinct tendency to become rancid on exposure, and this, in the writer's opinion, is attributable to the instability of the isoleic acid generally present.

[4] *Seif. Zeitg.*, 1924, 51, 895-6.
[5] *Zeit. Deutsch. Oel-u. Fett-Ind.*, 1925, 45, 653.

Prevention of Rancidity

If it be taken as a working hypothesis, and all the evidence seems to justify this, that the rancidity of a soap is caused by the oxidation of free fatty acids, the safeguards to be adopted are clear. In the first place, the completeness of the saponification must be very carefully attended to, and at the same time great care must be taken that the neutralization of the soap is not carried too far, in order that there may be present a slight excess of alkali in the soap, in case any fatty acid should from any cause be liberated. Generally speaking, it is inadvisable to reduce the free alkali present in a soap to below 0.1 per cent., as this amount cannot be harmful to the skin, and further reduction, as is shown by practical experience, certainly favors rancidity. Further, careful selection should be made of the fats used, and any which show the presence of highly unsaturated fatty acids should be ruthlessly rejected.

Another method of protection which has long been known consists in the addition of 2 to 3 per cent. of rosin to the soap. The efficacy of this device has been confirmed by recent work by Bergell[6], who found that by the addition of 1 per cent, of rosin soap, soaps containing 2 to 5 per cent of free tallow after 65 days' observation showed no evidence of rancidity. Further, 2 per cent, of rosin soap was found to prevent rancidity, and to retard the occurrence of brown spots in soap containing as much as 25 per cent, of linseed or cotton oil soap. Apparently the rosin acts as a protective colloid to the liberated fatty acids and prevents their oxidation.

A similar action was probably responsible for the lessened tendency to rancidity which was considered to occur from the addition of tinctures of gummy perfumes to the soap, as, for example, tincture of gum benzoin. In any case it is safest, wherever possible, to store a portion of each batch of soap for a period in the ribbon form exposed to air, and then test it for incipient rancidity by the modified Kreis test. Anything is better than allowing a batch which will subsequently turn rancid to go out. This is a disaster, as every soapmaker knows who has experienced it, which may take six months or a year to rectify, with consequent heavy financial loss, apart from the loss of reputation suffered by the soapmaker.

Spontaneous Heating of Soap

Closely allied to that of rancidity, but even more mysterious in character, is the occasionally observed spontaneous heating of soaps. Several cases of this phenomenon have been reported in recent years, and always, as would be expected, the trouble has arisen with chips or ribbon.

Thus Korper[7] reports a case in which dried soap chips in silo storage reached a temperature of 25° C., sufficient to discolor the soap locally.

A much worse case is described by Lederer[8], in which transparent soap flakes made from animal fats and cocoanut oil, dried to 85 per cent. of fatty acids and about 8 per cent. of water, were mixed warm with soap chips of 70 per cent. fat content and about 14 per cent. of water and stored in concrete vats of two or three tons capacity. In a few hours spontaneous heating occurred nearly at the bottom of the charge sufficient to carbonize the soap locally. Such heating is stated to have been observed several times in the same factory.

In yet another case described by Ziegler[9], soap chips with 84 per cent. of fatty acids were put in a silo and covered with moist jute sacks. It was found in a very short time that the soap chips had developed sufficient heat for them to become carbonized on the surface nearest the sacks.

The writer has recently heard of two authentic cases in a soap works in this country, in which a wooden box of very neutral soap ribbon, consisting of a palm-oil base, and put in straight from the dryer, was found after storage over the week-end to be steaming and almost jet-black right through the mass. The soap had not fired, but had

[6] *Zeit. Deutsch. Oel-u. Fett-Ind.*, 1925, 45, 233-4.
[7] *Seif. Zeitg.*, 1924, 51, 637.
[8] ibid. 1924, 51, 479.
[9] ibid. 1924, 51, 517.

solidified to a compact mass, although the form of the actual ribbons was still clearly defined in the fracture. The material was kept for some time afterwards, but no flames appeared. There was evidence that remarkable changes had gone on in the soap, as a 16 per cent. extract was obtained from it by ether, which contained approximately 6 per cent. of free fatty acids, 1 per cent. of saponifiable oil, and 9 per cent. of unsaponifiable matter.

In the present state of our knowledge it is, unfortunately, impossible to give any adequate explanation of these phenomena, but it seems very likely that they are simply nothing more than exaggerated cases of rancidity, possibly brought about under the catalytic influence of traces of metal; e.g., by traces of iron. The need for further investigation and study of this matter, in view of its possible seriousness, is apparent.

GRAPE SEED OIL*

In an article of recent date, which appeared in *La Parfumerie Moderne*, grape seed oil is proposed as a substitute for castor oil, which is scarce and expensive. One is disposed to consider grape seed oil, with which we are familiar, as a product which is not salable. War time, during which the oil was common, is past and today one thinks of it as one of the many war substitutes. However, if we consider the fact that the total annual grape harvest of France would furnish about 150,000 tons, from which ten to twelve thousand tons of oil could be obtained, the commercial value of grape seed oil appears in another light. As concerns the properties of this oil, the following data likewise furnish proof that we have here a raw material which is utilized too infrequently.

Grapes yield 2 to 5 kg. of seeds per 100 kg. Grape seeds on their part yield 10 per cent of oil by pressing, and 12 to 14 per cent by extraction. Although the yield of oil varies with the wine crop it may nevertheless be assumed that 100 liters of wine correspond to 1 kg. of oil. The grape seeds of the South and of Burgundy furnish the largest yields of oil. Oil obtained by cold pressure has an agreeably yellow color, is odorless and almost entirely tasteless, and could without trouble be used for perfumes. Oil when extracted is discolored and like most oils of extraction, it shows a greenish color, which however may be removed by filtration over charcoal. Oil thus obtained is exceptionally well suited for the manufacture of soaps.

Like castor oil grape seed oil dissolves completely in acetic acid, but only partly in 90 per cent alcohol. Grape seed oil dries; the film is similar to linseed oil. By use of sulfur in form of sulfur chloride sulphur compounds are easily formed.

The density of the oil is .935 to .936 at 16°. Freezing point:—13°—17°. Degrees by the Zeiss refractometer: 86°—71° at 25°. Saponification number 178-190, iodine number 94-143. The fatty acids of the oil have the solidification point at —18° to —20°. Acetyl number 31 to 44, and the fluid acids have the iodine number 151 to 152. By the Hazura method 7 to 8 per cent of solid fatty acids may be extracted from the oil. It is probable that we have here palmitic and stearic acid. Their mean molecular weight is 271, their melting point 56°, iodine number only 4. During the oxidation of the fluid fatty acids there are formed dioxystearic—sativic and linusic acids.

This short exposition shows that many diagnostic numbers of grape seed oil come very close to those of castor oil. However its iodine number is considerably higher than that of castor oil. In a number of applications this circumstance is important. However for use in soaps and in perfumes castor oil may be replaced without hesitation by grape seed oil. The principal question for the general introduction of grape seed oil is regulation of its manufacture, in order that the market is able to reckon with the regular hazards. Further, the production of this oil comes into question only when a steady demand of the product can be depended upon with certainty. At the low oil content, extraction alone comes into question.

* *Deutsche Parfümerie Zeitung*, Vol. 11 (1925), No. 9.

FEATURES OF SOAP MATERIAL MARKET

(*Continued from Next Page*)

that their contract deliveries are unusually good and the year to date surpasses 1925 by a good margin in total sales volume. Some of them are not quite so optimistic as this, but on the whole the situation seems to warrant rather bullish sentiment. Prices, of course, bear little relation to the so-called "schedule." It is no secret that the average of sales this year has been well below the level set as the contract price in October last. At the same time, general weakness due to unsettled conditions in the market has been largely avoided and there is no chance of a general change in quotations at least until Autumn. There is talk of a higher price on chlorine and a lower one on caustic at that time but the change may or may not be made, the changes favoring a retention of the present schedule if present indications are to be believed. Imported chemicals are generally quite firm for shipment with local dealers working on a very close margin at present. Buyers do not seem to be greatly interested beyond current requirements.

Other Soap Materials

The rosin market has run away again but that is about the only feature in the market for miscellaneous soap materials. Production has been light and trade experts indicate that the yield is about 100,000 barrels behind what should have been produced to compensate for the normal increase in market requirements. In addition, there has been buying upon every decline, a most unusual situation and one which has still further strengthened prices.

The only other feature has been the scarcity and strength of all grades of glycerine and the steady advance in prices on the article. The recent destruction of naval ammunition by lightning is also expected to have a considerable effect upon this market. Other items have been quiet but very steady throughout the month.

SYMPOSIUM ON THE USES OF ROSIN

At the recent convention of the American Society for Testing Materials, held at Atlantic City, one of the most attractive features was a discussion of the uses of rosin in the industries and the production and properties of gum rosin and wood rosin. F. P. Veitch, of the United States Bureau of Chemistry, who is chairman of the society's committee D-17 on Naval Stores, presided.

The papers covered a broad range. The use of rosin in the manufacture of soap was thus presented by F. J. Arthurs, of the Larkin Co., Buffalo:

"In soap manufacturing, rosin is used principally in yellow laundry soaps, that is, its use has not been common in other soaps or soap chips. The rosin should be clear and true to color throughout each package. Moisture is objectionable. Dirt is not acceptable. Opaque rosin is not desirable on account of the uncertainty of remelted color. In other words, soap manufacturers are vitally interested in what quantity of dry, clean, clear rosin they have to use in soap for a given expenditure.

"Generally speaking, rosin has been used in soap manufacturing as extensively as the grade of soap would permit, just as long as it cost less per net pound at the soap kettle than any fat that could be secured to incorporate into that same grade of colored soap. Advances in cost per net pound of rosin in recent years have had a great deal to do with the introduction of white or light-colored laundry soaps and chips. Many fats at present cost less per net pound at the soap kettle than a net pound of rosin of "H" or lighter grade.

"Soap manufacturers realize the difficulties encountered when trying to regulate packages, labor, equipment and the quality, of such a crudely produced product as rosin. Certain skepticism has always existed in the soap trade, but better understandings between producers, factories, marketers and consumers are encouraged and are increasing."

MARKET REVIEW ON TALLOW, ETC.

TALLOW

(Written Specially for This Journal)

Latest sales of the New York Extra grade were made at 8⅝c ex plant and at 8¾c per pound delivered which indicates a steady tone to the market. Some producers are now asking 8¾c per pound ex plant and feel encouraged by the stronger upward tendency of prices in the Middle West and also in western markets.

Supplies are being steadily absorbed indicating that a recession in prices is not likely in the near future as the poorer grades of tallow, if hard body, are in request at only small discount.

Good quality house grease can be quoted 8 @ 8¼c per pound loose and lower grades at relative figures.

Fine grades of tallow and stock similar to the N. Y. Extra grade are not available in good sized quantities. Neither are burdensome offerings of light color greases on the market, and the foregoing will have a tendency to sustain values.

July 15, 1926. TOBIAS T. PERGAMENT.

VEGETABLE OILS

(Written Specially for This Journal)

There has been little going on in vegetable oils lately. The cocoanut oil situation is steady but quiet. Many factors are of the opinion that the bottom has been reached and expect that shortly there will be a better demand which will naturally force prices slightly higher. Nearby deliveries of cottonseed oil are still in good demand, but very scarce. Corn oil is held at twelve and a quarter (12¼c) to twelve and a half cents (12½c) per lb. in the Midwest.

In view of the higher market during the past few days for animal fats, a better demand has been developed for palm oils. Olive oil foots for nearby delivery are still quoted at eight and one-quarters cents (8¼c) per lb. New York, but early shipment from abroad is quoted at fractionally higher.

July 14, 1926. A. H. HORNER.

GLYCERINE

(Written Specially for This Journal)

Since our review of June 11, the glycerine market has experienced another marked advance. Chemically Pure is being quoted, at the moment, from 30c to 32c per lb., in bulk. The refiners are doing everything to look after their year round trade and are unwilling to take on new business.

An exceptional situation has arisen during the steady progress of the advancing price. At no time has there been any general buying interest but regular buyers have been willing to pay the higher prices in all grades and for this reason our market has advanced step by step with the European which has been influenced both by the exchange situation and an exceptional demand. The latter has been very active and large purchases have been made on the Continent for this side. These have been delayed in arriving, causing the activity here.

At the writing, cable advices indicate that there are more offerings on the market over there of refined grades than at any time recently and an easier tendency is apparent. However production on the Continent has not yet approached that of pre-war days whereas both Great Britain and ourselves are on a normal basis. On the other hand there has been a steadily increasing world demand due to additional uses for refined grades, so new price levels have been created by a normal hardening of the market and the future will show if these can be sustained.

Buyers seem to be well covered through September and as little interest is apparent for futures a temporary reaction would not be a surprise before the seasonal demand for anti-freeze products, which should again strengthen the market, unless larger quantities of this mixture have been carried over than estimated.

July 12, 1926. W. A. STOPFORD.

INDUSTRIAL CHEMICALS

Changes have been very few since our last review of the chemical situation. Manufacturers, however, are inclined to be optimistic and most of the alkali manufacturers indicate

(Continued on Preceding Page)

SOAP MATERIALS

Tallow and Grease

Tallow, New York, Special 8¼c. Edible, New York, 10⅛c. Yellow grease, New York, 7¾c. White grease, New York, 8¼c.

Rosin, New York, July 15, 1926.

Common to good	13.50	I	14.55
D	13.75	K	14.60
E	14.00	M	14.70
F	14.25	N	15.30
G	14.35	W. G.	15.75
H	14.50	W. W.	16.00

Starch Pearl, per 100 lbs.	$3.22	@	
Starch, powdered, per 100 lbs.	3.32	@	
Stearic acid, single pressed, per lb.	.12¼	@	
Stearic acid, double pressed, per lb.	.13	@	
Stear acid, triple pressed, per lb.	.15	@	
Glycerine, C. P., per lb.	.30	@	.32
dynamite	.29	@	.30
Soap lye, crude 80 per cent, loose per lb.	.19¼	@	
Saponification, per lb.	.22	@	

OILS

Cocoanut, edible, per lb.	.12¾	@	
Cocoanut, Ceylon, Dom., per lb.	.11	@	
Palm, Lagos, per lb.	.08½	@	
Palm, Niger, per lb.	.08¼	@	
Palm, Kernel, per lb.	.10½	@	
Cotton, crude, per lb., f. o. b., mill	Nom		
Cotton, refined, per lb., New York	.15½	@	
Soya Bean, per lb.	.14	@	
Corn, crude, per lb.	.14	@	
Castor, No. 1, per lb.	.12½	@	
Castor, No. 3, per lb.	.12	@	
Peanut, crude, per lb.	.13	@	
Peanut, refined, per lb.	.16	@	
Olive, denatured, per gal.	1.20	@	
Olive Foots, prime green, per lb.	.08½	@	

Chemicals

Soda, Caustic, 76 per cent, 100 lbs.	3.10	@	3.20
Soda Ash, 58 per cent, per 100 lbs.	1.38	@	1.45
Potash, Caustic, 88@92 per cent. per lb., N. Y.	.07⅛	@	.07¼
Potash, Carbonate 80@85 per cent, per lb., N. Y.	.06	@	.06¼
Salt, Common, fine per ton	15.00	@	24.00
Sulphuric acid, 60 degrees, per ton	10.50	@	11.00
Sulphuric acid, 66 degrees, per ton	15.00	@	16.00
Borax, crystals, per lb.	.04¾	@	.05¼
Borax, granular, per lb.	.04¾	@	.05¼
Zinc Oxide, American, lead free, per lb.	.07¼	@	.07⅞